

City of Hercules



Community Library Needs Assessment

April 2002

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Community Library Needs Assessment

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OVERALL EXECUTIVE SUMMARY

The City of Hercules needs a public library. It is the only city in Contra Costa County and the second largest city in California without a public library within the city limits. The City has not had a library in 32 years. In that period of time, the City grew from a population of 5,963 in 1980 to 19,488 in 2000 and is projected to grow to 25,500 by 2020. Rapid population growth translated into increased demand for local services including public library services. In the fall of 1999, the City renewed its library planning efforts with the appointment of the Hercules Library Commission.

This Community Library Needs Assessment is the result of collaboration between the City of Hercules, the Hercules Library Commission and their partners in planning the Hercules Public Library, the Contra Costa County Library and the West Contra Costa Unified School District.

Community Characteristics:

The City of Hercules offers many attractions including the City's many parks and its recreation program, attractive family-oriented neighborhoods, and a semi-rural suburban atmosphere. Housing stock is relatively new and affordable with the median cost of a family residence or condominium in Hercules at \$258,000 compared to the median cost for the San Francisco Bay Area as a whole at \$381,000. Elementary schools in Hercules operated by the West Contra Costa Unified School District perform well with Academic Performance Index scores ranging from 743 to 799 or close to the State target of 800.

The population is racially and ethnically diverse with no one racial or ethnic group in a majority. The community is relatively young with 84% of the population under 55 years of age. Over a quarter of the population is under the age of 19 and 41.7% of Hercules households include children under the age of 18.

Hercules residents are well educated, 90.5% of the population over 25 years have completed high school or a higher level of education and 35.9% have a bachelor's degree or higher level of education. Nearly 40% are employed in management, professional, and related occupations and most must leave the community daily to commute to jobs in other parts of Contra Costa County or in other San Francisco Bay Area counties. The community is relatively affluent. According to the 2000 U.S. Census, the 1999 median household income in Hercules was \$75,196, the median family income was \$82,214 and the per capita income was \$27,699. Both the poverty rate at 3.2% and the unemployment rate at 3.9% are significantly lower in Hercules than they are for the state as a whole.

Hercules' residents are sophisticated consumers of information and avid library users. In a community-wide telephone survey in January 2001, 94% of respondents reported having access to the Internet at home. Over 1/3 of the population or 6,787 residents have Contra Costa County Library cards and Hercules' residents account for nearly 1/3 of the total circulation from the Contra Costa County Library branch located in the neighboring community of Pinole.

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Community Library Service Needs:

Residents of all ages, City leaders, staff of the City of Hercules, staff and students of the West Contra Costa Unified School District, representatives of Hercules' many community organizations, members of the Hercules business community and representatives of the disabled have all had an opportunity to participate in the library planning process. In focus group sessions, key informant interviews and in discussions at Hercules Library Commission meetings a number of critical library service needs emerged. Needs include:

- increased educational support for kindergarten through high school students,
- improved access to intellectual and cultural activities for residents of all ages,
- increased access to recreational reading, viewing and listening materials,
- expanded local resources for preschool children, their parents and caregivers,
- expanded recreational programs for families,
- better local access to information resources both print and electronic,
- improved local information resources and programs for the business community,
- direct delivery of library resources and services to the homebound and disabled,
- services and resources to foster intercultural understanding and cooperation,
- resources and services to support both bilingual and English language development,
- expanded opportunities for lifelong learning including information literacy,
- recognition of, respect for and preservation of Hercules' history,
- additional meeting space for community organizations,
- space for teens to socialize,
- space for seniors to socialize, *and*
- a place to create a sense of community identity.

School/Library Joint Venture Project:

A partnership between the Contra Costa County Library and the West Contra Costa Unified School District evolves naturally from the community library needs assessment. Participants in focus groups sessions and key informant interviews identified the need for a program to support elementary through high school students. They described the negative impact the lack of a public library and of adequate school libraries has on students in Hercules. Students need after school assistance with homework, assistance in developing effective research skills, help building English language proficiency, and one-on-one tutoring in math, reading and science. Secondary school students making the transition from school to college or career need resources for college and career exploration and academic and vocational test preparation materials as well as practice in test taking. Elementary and secondary school students and their parents all need instruction in making effective use of the Library's online public access catalog, of its electronic resources and services, and of the Internet.

Conclusion: There is community consensus that the City of Hercules is in great need of a public library. Residents see the library as essential to their goal of creating a community "with a wide range of choices, services and amenities." They cannot imagine achieving a complete sense of community identity without a local public library.

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NEEDS ASSESSMENT METHODOLOGY

Executive Summary

In the fall of 1999, the Hercules City Council recruited members for and appointed the Hercules Library Commission. The Library Commission took responsibility for the library needs assessment. Commission members led by Chair Jacquelyn Harbert and with the cooperation of Contra Costa County Library staff and City staff developed a process for and conducted focus group sessions and key informant interviews. A total of 78 residents participated in these sessions and interviews including members of the City Council and City commissions, City staff, and representatives of community organizations.

During February and March 2000, Library Commission members assisted by City and County Library staff developed questions for and scheduled and conducted four focus groups. Individuals from organizations representing the various ethnic groups that make up Hercules' diverse population met as a focus group on February 2, 2000. On February 9, 2000, individuals and representatives of groups serving senior citizens met to give their input. A focus group with the general public was held at the Library Commission meeting on February 10, 2000. Representatives of the business community from the Chamber of Commerce, of the local faith community, and of civic and service organizations such as the Lions Club, the Hercules Sister City Association and the Hercules Historical Society joined the focus group with the general public. Representatives of youth and educational organizations met to give their input on February 15, 2000. A total of 49 people attended these focus group sessions. A list for each focus group of participants and their affiliations is included in Appendix B.

From January through March 2000, Library Commissioners conducted 29 individual interviews with key informants. Library Commissioners developed the interview questions with assistance from City staff. The key informants included current and previous members of the City Council, Community Service Commissioners, members of the disabled community, City staff, Planning Commissioners, local business people, representatives of the West County Times (the local newspaper), a teacher and a librarian. A list of interview participants and their affiliations is included in Appendix C.

On May 2, 2000, the City Council and the Library Commission held a Joint Workshop in planning for the Hercules Public Library that was open to the public and televised on local cable television Channel 25

In January 2001, Godbe Research & Analysis worked with the Library Commission to develop a communitywide telephone survey. The purpose of the survey was to reach a broad spectrum of residents both library users and nonusers. The survey was designed to:

- assess the existing demand for library services and programs in the City of Hercules,
- identify current library usage patterns,

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- evaluate residents' perceptions regarding the importance of specific library programs and services, *and*
- profile the demographic characteristics of residents.

Godbe Research & Analysis interviewed 301 residents by telephone between January 2 and 8, 2001. Each interview lasted approximately 11 minutes. The report on survey results provides a statistically valid sample of the potential use of a Hercules Public Library and of services and service hours desired by the residents of Hercules. The narrative portion of the report is in Appendix D.

The importance of library services to support the formal education of kindergarten through 12th grade students is apparent in the responses from focus groups, key informants and telephone survey respondents alike. With the support of the Library Commission and the cooperation of Susie VanDeVeer, Assistant Superintendent for Instructional Services, West Contra Costa Unified School District, Rose-Marie Westberg, Deputy County Librarian for Public Services, Contra Costa County Library, also conducted focus group sessions with teachers, students, and parents, and key informant interviews with District staff. The purpose of these planning activities was to solicit input from the education community in planning a school/library joint venture project to be located in the Hercules Public Library to serve the needs of elementary and secondary school students.

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Community Involvement

The City of Hercules is the only incorporated city of the 19 incorporated cities in Contra Costa County without a public library. For nearly two decades, the City has worked with the Contra Costa County Library to explore options for building and operating a public library for the City of Hercules. The City Council gave important impetus to renewed planning efforts in late 1999. To more effectively involve the residents of the community in planning a library, the Council recruited members for and appointed the first Hercules Library Commission in fall 1999. The Commission began their planning role with a series of activities designed to assess the community's need for and interest in building a public library in Hercules.

The Library Commission members were sworn in at their first formal meeting, November 18, 1999, at the Hercules City Hall. The Commission has met monthly since and the needs assessment process has been a topic of discussion at each of the meetings. Library Commission meetings are open to the public. Meeting dates and times are announced on local cable television Channel 25, on the City of Hercules Web site and in the Calendar of Events on the Hercules Chamber of Commerce Web site.

To set the planning process in motion and focus their vision for a public library for the City of Hercules, Commissioners visited libraries in six other Contra Costa County communities in October and December 1999. In October, they visited libraries in the West County communities of El Sobrante and Kensington and in the City of San Pablo. Both the El Sobrante Library and the Kensington Library were built in the 1960s. The San Pablo Library recently relocated to a new community center building in the International Marketplace. The Commission members visited three larger, more recently built libraries in South and Central County in the Town of Danville (1996), the City of Clayton (1995) and the City of San Ramon (1989) in December.

Following these visits, the Library Commission developed a process for and conducted focus group sessions and key informant interviews. A total of 78 residents participated including members of City commissions, City staff and representatives of community organizations identified from a roster provided by the Hercules Chamber of Commerce. The Library Commission carried out the planning for and implementation of the Community Library Needs Assessment with the cooperation of staff from both the City of Hercules and from the Contra Costa County Library. Individuals participating in the design and conduct of the needs assessment were:

- Jacquelyn Harbert, Chair, Hercules Library Commission;
- Barbara Rowl, Vice Chair, Hercules Library Commission;
- Gloria Evans-Young, Hercules Library Commission;
- Laveeda Johnson, Hercules Library Commission;
- Faye Matlock, Hercules Library Commission;

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- Alexander Hall, Recreation and Community Services Manager, City of Hercules;
- Pedro Jimenez, Recreation Program Supervisor, City of Hercules;
- Anne Cain, County Librarian, Contra Costa County Library;
- Rose-Marie Kennedy (now Westberg), Deputy County Librarian for Public Services, Contra Costa County Library; *and*
- Paula McGinnis, Librarian, Public Services, Contra Costa County Library.

Formation of the Friends of the Hercules Library provided another avenue for community participation in the library planning process. At the January 20, 2000, Library Commission Meeting, Hercules Recreation and Community Services Manager, Alexander Hall, recommended that the Commission consider helping the community form a Friends of the Hercules Library. Discussion of the recommendation was moved to the February 17 Commission agenda. At that meeting, Anne Cain, Contra Costa County Librarian, gave a presentation on organizing a Friends of the Library group. By the end of May 2000, 74 residents had received letters inviting them to join the Friends of the Hercules Library and the initial organizing meeting had been held at the Ohlone Elementary School Library. A representative of the Friends of the Hercules Library attends Library Commission meetings and keeps the Commission up-to-date on Friends of the Library activities and membership growth.

On May 2, 2000, the City Council and the Library Commission held a Joint Workshop on planning for the Hercules Public Library that was open to the public and televised on local cable television Channel 25. The workshop provided Library Commission Chair, Jacquelyn Harbert, with an opportunity to bring the City Council up-to-date on the Commission's progress. She reported on the focus groups and key informant interviews. She acknowledged the critical cooperation with focus group and key informant interview planning and implementation that the Library Commission had received from both the staff of the City of Hercules and from Anne Cain, Contra Costa County Librarian, and other Library staff. During her presentation, Chair Harbert also recommended to the Council on behalf of the Commission that the Council consider hiring a professional library consultant to assist the City and the Library Commission with the planning process. The Council voted to "direct staff to retain an expert consultant to assess the areas of size, location and funding"¹ of a library for the City of Hercules.

City staff developed a request for proposal and, in September 2000, the City Council hired Beverley Simmons and Associates, Library Management Consultants. As part of that contract, Godbe Research & Analysis, a subcontractor to Beverley Simmons and Associates, worked with the Library Commission to develop a citywide telephone survey. The survey was designed to elicit information from a statistically valid sample of residents that would augment the information gathered in the focus group discussions and key informant interviews and include input from residents not currently library users.

¹ Hercules, California, *Joint City Council/Library Commission Meeting Minutes*, May 2, 2000, 4.

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School District Involvement in the Joint Venture Project

Mission Statement **West Contra Costa Unified School District**

We provide the highest quality education to enable all students to make positive life choices, strengthen our community, and successfully participate in a diverse and global society.

We provide excellent learning and teaching experiences; safe, student-centered learning environments; and support for all students and employees. We develop and maintain productive community partnerships and individual and collective accountability.

The Project:

A partnership between the Contra Costa County Library and the West Contra Costa Unified School District evolves naturally from the needs assessment conducted during the planning process for the new Hercules Public Library and from the School District's mission. On February 2, 2002, Rose-Marie Westberg, Deputy County Librarian for Public Services, Contra Costa County Library, and Susie VanDeVeer, Assistant Superintendent for Instructional Support Services, West Contra Costa Unified School District, met to explore the possibility of establishing a joint library and school district project in a new Hercules Public Library. The primary purpose of their meeting was to identify how such a project might best serve the needs of Hercules' kindergarten through 12th grade students.

During the needs assessment process conducted by the Hercules Library Commission, several residents identified the need for a program to assist elementary through high school students with homework. They spoke about the difficulty Hercules students have in meeting their academic needs due to the lack of a public library in Hercules and to the inadequacy of the school libraries. Community consensus is that elementary and secondary students in Hercules have insufficient local resources at present to meet their academic needs.

Participants in the Joint Venture Project focus groups sessions and key informant interviews as well as participants in the community-wide focus group sessions and key informant interviews focused on the specific service needs of students. Students in Hercules need after school assistance with homework, assistance in developing effective research skills and support in building English language proficiency. They need one-on-one tutoring in math, reading and science. Secondary school students making the transition from school to college or career need resources for college and career exploration and academic and vocational test preparation materials as well as practice in

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test taking. Elementary and secondary school students and their parents need instruction in making effective use of the Library's online public access catalog, of its electronic resources and services and of the Internet.

Ms. VanDeVeer and Ms. Westberg reviewed information gathered during the Community Library Needs Assessment by the Hercules Library Commission and input Ms. VanDeVeer brought to the discussion from School District leaders and staff. They concluded that an effective joint venture project could be a combined computer and homework center. They worked with Hercules Library Commissioner Barbara Rowl to develop a set of questions to solicit input from school personnel, students and parents. They wanted to know whether a combined computer center and homework center in the Hercules Public Library would indeed address the needs of elementary and secondary school students in Hercules and, if so, what services and resources they would like the center to provide.

During the meeting between Ms. VanDeVeer and Ms. Westberg, Ms. VanDeVeer identified several key contacts in the District:

- Roger Fahr, Grant Writer, West Contra Costa Unified School District;
- Doug Spengler, Adult Education Support, West Contra Costa Unified School District;
- Devi Jameson, School to Career Program, West Contra Costa Unified School District;
- Susan Moss, Professional Development/Homeless Education/Neglected Students, West Contra Costa Unified School District;
- Liz Torio, Professional Development/Gifted Student Program, West Contra Costa Unified School District; *and*
- Toni Oklan-Arko, Translation and Interpretation Services, West Contra Costa Unified School District.

Ms. Westberg assisted by Barbara Rowl, Hercules Library Commission, and Denise Pan, Young Adult Librarian, Pinole Library, interviewed these contacts and other school district personnel for their recommendations on the design of a joint venture to serve the needs of kindergarten through 12th grade students. They also held focus groups throughout March 2002 to solicit ideas from students, teachers and parents for useful activities that might be part of such a joint venture. The consensus from all these groups was that a combined computer and homework center would meet the needs of Hercules' elementary and secondary school students and greatly improve their access to and use of library resources and services.

Methods for Input:

Focus group facilitators and key informant interviewers solicited input on what would make an effective Public Library/School District Joint Venture. Focus group participants and key informants felt that a Computer/Homework Center would effectively meet the needs of elementary and secondary school students in Hercules.

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At that point, both individuals interviewed and participants in focus groups were asked the following set of questions:

1. What kinds of activities would you like to see in this computer/homework center during the day/evening?
2. What kind of equipment and other materials would you like to see in this computer/homework center?
3. What would you like to see the schools bring to the computer/homework center?
4. What would you like to see the public library bring to this project?
5. What do you feel the community could contribute?
6. What do you perceive as the major obstacles to creating a partnership with the school district? The public library?
7. Do you perceive any obstacles to using such a facility?

Focus Groups and Interviews:

The following focus group sessions took place to solicit input on the library and school district joint venture:

- Hercules Middle/High School Leadership Group (Twenty-five 11th grade students and their teacher); March 6, 2002; facilitated by Rose-Marie Westberg, Contra Costa County Library, Deputy County Librarian for Public Services, and Denise Pan, Contra Costa County Library, Young Adult Librarian, Pinole.
- Hanna Ranch Elementary School teachers; March 6, 2002; facilitated by Denise Pan, Contra Costa County Library, Young Adult Librarian, Pinole, and Barbara Fenichel, Contra Costa County Library, Librarian.
- PTA Board, Hanna Ranch Elementary School; March 12, 2002; facilitated by Denise Pan, Contra Costa County Library, Young Adult Librarian, Pinole.
- Galen Murphy, Principal, and three teachers from Hercules Elementary School; March 14, 2002; facilitated by Denise Pan, Contra Costa County Library, Young Adult Librarian, Pinole.
- Hercules Community Partnership (15 members of the parent organization at Hercules Middle/High School); March 27, 2002; Rose-Marie Westberg, Contra Costa County Library, Deputy County Librarian for Public Services, and Denise Pan, Contra Costa County Library, Young Adult Librarian, Pinole.

Interview participants with their titles and affiliations are listed in Appendix A

Summary of Responses:

Proposed activities for students in the Computer/Homework Center:

- one-on-one tutoring in math, reading and grammar, and chemistry,
 - instruction for middle and high school students in PowerPoint, Excel, and Access,
 - assistance in developing research skills for 4th through 12th grade students,
-

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- classes on job search skills (e.g. interviewing, resume preparation) for high school students,
- test preparation for SAT and high school exit exams,
- training in effective use of the Internet and online databases offered by the public library for school assignments and research for 4th through 12th grade students,
- career counseling, *and*
- English language development.

Proposed activities for parents in the Computer/Homework Center:

- classes on assisting children with homework, on helping children succeed at school,
- training in effective use of the Internet including identifying appropriate sites for school projects and protecting children from dangers on the World Wide Web,
- training in effective use of the online databases offered by the public library for school assignments,
- training parents to read aloud to children, *and*
- parenting classes.

Materials recommended for the Computer/Homework Center:

- encyclopedia on CD-ROM,
- copies of school textbooks,
- educational electronic games,
- materials for high school exit exam, GED, and SAT preparation,
- Eureka Career Assessment software,
- school report writing software (use recommendations from California Learning Resource Network available from www.clrn.org),
- English language instruction software,
- Cliff Notes,
- collection of print reference resources,
- interactive reading software,
- materials for science fair projects,
- educational video and audio tapes,
- vocational information, print and electronic,
- word processing software,
- spreadsheet software,
- graphic design software,
- desktop publishing software,
- video editing software, *and*
- PowerPoint software.

Equipment recommended for Computer/Homework Center:

- personal computers,
 - two person computer tables,
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- large screen monitors,
- sound cards,
- headphones,
- scanners,
- digital cameras,
- laptop computers for loan,
- laser and color printers,
- viewing and listening stations for audiovisual materials,
- good lighting, *and*
- a laminator.



Key Decision-Makers for the Joint Venture Project are:

Governing Board, West Contra Costa Unified School District:

- George Harris
- Karen Leong Fenton
- Patricia Player
- Glen Price

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- Charles T. Ramsey

Staff, West Contra Costa Unified School District:

- Gloria Johnston, Ph.D., Superintendent
- Susie VanDeVeer, Assistant Superintendent for Instructional Support Services

Board of Supervisors, Contra Costa County:

- John M. Gioia, District 1, Chair
- Gayle B. Uilkema, District 2
- Donna Gerber, District 3
- Mark DeSaulnier, District 4
- Federal Glover, District 5

Staff, Contra Costa County:

- John Sweeten, County Administrative Officer
- Anne Cain, Contra Costa County Library, County Librarian
- Rose-Marie Westberg, Contra Costa County Library, Deputy County Librarian

City Council, City of Hercules:

- Kris Valstad, Mayor
- Ed Balico, Vice Mayor
- Frank Batara
- Terry Segerberg
- Joanne Ward

Library Commission, City of Hercules:

- Jacquelyn Harbert, Chair²
- Barbara Rowl, Vice Chair³
- Roberta Alexander
- Jorge Alfaro, Hercules' representative to the Contra Costa County Library Commission
- Gloria Evans-Young
- Selina Gill
- Daniel Mah

Staff, City of Hercules:

- Mike Sakamoto, City Manager
- Rashmikant Pankhania, Assistant to the City Manager
- Marsha Reynolds, Acting Recreation and Community Services Manager

² As of April 2002, the chair of the Commission is Barbara Rowl.

³ As of April 2002, the vice chair of the Commission is Jorge Alfaro.

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Methods Used to Elicit Community Input

Focus Groups:

During February and March 2000, Library Commission members assisted by City and County Library staff developed questions for and scheduled and conducted four focus groups. Individuals from organizations representing the various ethnic groups that make up Hercules' diverse population met as a focus group on February 2, 2000. On February 9, 2000, individuals and representatives of groups serving senior citizens met to give their input. A focus group with the general public was held at the Library Commission meeting on February 10, 2000. Representatives of the business community from the Chamber of Commerce, of the local faith community, and of civic and service organizations such as the Lions Club, the Hercules Sister City Association and the Hercules Historical Society joined the focus group with the general public. Representatives of youth and educational organizations met to give their input on February 15, 2000. A total of 49 people attended these focus group sessions. A list for each focus group of participants and their affiliations is included in Appendix B.

From January through March 2000, Library Commissioners conducted 29 individual interviews with key informants. Library Commissioners developed the interview questions with assistance from City staff. The key informants included current and previous members of the City Council, Community Service Commissioners, members of the disabled community, City staff, Planning Commissioners, local business people, representatives of the West County Times (the local newspaper), a teacher and a librarian. A list of interview participants and their affiliations is included in Appendix C.

In each focus group, presenters asked participants the following questions:

1. How do you/members of your organization meet your information needs?
2. How frequently within the past year have you/members of your organization visited or called a public library?
3. Which public library do you/members of your organization typically use? Why do you use this particular facility?
4. What is the usual purpose of your/members of your organization's visits to (or contacts with) a local public library?
5. Which materials, services or programs do you/members of your organization typically use at the library?
6. How might a library branch in Hercules benefit you/members of your organization?
7. What materials/services or programs (other than those already mentioned) might you/members of your organization use at a branch library located in Hercules?
8. What role or purpose could a branch library fulfill for Hercules?
9. Where is the best place to locate a branch library in Hercules?

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10. What do you think are the most important days/times for a branch library in Hercules to be open? (Rank time blocks from most important (1) to least important (6)). Why?

	Mornings	Afternoons	Evenings
Weekdays			
Weekends			

11. Are there any obstacles that keep you/members of your group from using local public libraries? How might these obstacles be reduced or eliminated?
12. How might you/members of your organization contribute to the support of a branch library in Hercules?

Key Informant Interviews:

From January through March 2000, Library Commissioners conducted 29 individual interviews with key informants. Library Commissioners developed the interview questions with assistance from City staff. The key informants included current and previous members of the City Council, Community Service Commissioners, members of the disabled community, City staff, Planning Commissioners, local business people, representatives of the West County Times (the local newspaper), a teacher and a librarian. A list of interview participants and their affiliations is included in Appendix C.

At the beginning of each key informant interview, interviewers identified themselves as members of the Hercules Library Commission and explained the purpose and importance of the interview to the library planning process. Interviewers recorded the names and addresses of informants. They made note of the group or constituency represented by each informant and recorded the date and time span of each interview. Interviewers also noted whether the interview was conducted in person or over the telephone. Interviewers then asked the following questions of the key informants and recorded responses. Interviewers provided examples of possible responses as needed to facilitate the interview process.

1. How do you and members of your organization meet your information needs?
2. How would you describe public library services currently available to the general Hercules community and to members of your organization in particular?
3. How might a branch library in Hercules benefit the members of your organization (e.g., students in your school, members of your church)?
4. What library materials, services or programs are used by the group you represent? Do you think that members of your group would increase their library use if Hercules had a branch library? What additional library materials, services or programs might be needed?

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5. Are there segments of the Hercules community that you think are under served by existing library services? What changes might be needed to better serve these groups?
6. What role should a branch library fulfill for the overall Hercules community?
7. Where do you think is the best place to locate a branch library in Hercules?
8. What do you think are the most important days/times for a branch library in Hercules to be open to best meet the needs of the members of your organization? Please rank the following six time blocks from most important (1) to least important (6). Why are these the most important times?

	Mornings	Afternoons	Evenings
Weekdays			
Weekends			

9. How might you/members of your organization help to support a Hercules Branch Library?
10. Are there other community groups or individuals that you think the Library Commission should talk with?

Summary of Results from Focus Group Discussions and Key Informant Interviews:

Approaches participants currently use to meet general information needs:

Participants currently use a variety of sources to meet their general information needs. These sources include public, school, private and special libraries; various forms of mass media (e.g. television, radio, magazines, newspapers); the Internet; community resources (e.g. bulletin boards, City offices and the Chamber of Commerce); membership in organizations; the newsletters of those organizations; resources available at work; book stores; videos; and word-of-mouth.

Specific public libraries used by participants and why:

Participants identified a number of libraries they use. Many participants reported that they choose to use a particular library because of its location convenient to home, work, or school. Many also cited the convenience of the open hours of a particular library as influencing their choice. Participants reported using the Pinole, Pleasant Hill, El Cerrito, Crockett, Rodeo and El Sobrante branches of the Contra Costa County Library. Other public libraries that participants report using include the Albany Branch of the Alameda County Library, the Vacaville Branch of Solano County Library and the city libraries of Berkeley, Oakland and Richmond (open on Sundays). Some participants also use libraries at Contra Costa Community College and the University of California at Berkeley and libraries located in the elementary schools in Hercules.

Typical reasons participants use public libraries and the resources they use:

Participants frequently mentioned borrowing books as a primary reason for using the public library. They look for books for recreational reading as well as books to meet

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their business, school or daily life information needs. One participant mentioned using the public library to find books with information not found on the Internet. In addition to borrowing both adult and children's books, participants borrow compact discs, videos, and magazines. They also use printed and electronic reference resources in the library for consumer, do-it-yourself, legal and medical information. Participants also make use of newspapers, magazines and computers in the library and rely on the assistance of reference and children's librarians in finding and selecting books and information. Some participants visit the library to attend library sponsored adult and children's programs and community and library sponsored special events.

Other reasons mentioned for library visits included:

- to meet with friends,
- to get assistance with homework at the Homework Help Program at the Pinole Library,
- to use equipment such as copy machines and microfiche readers,
- to attend a meeting, *and*
- to purchase books from the Friends of the Library.

Participants vision of a Hercules Library:

Participants want an easily accessible library responsive to the needs of all members of the community. They believe that a library is an essential service in any city. They want the library to be safe and have open hours convenient for people of all ages. They want the Hercules Library to reflect, through its collections, services, programs and displays, the ethnic diversity of the city. They want the library to serve as a center for distribution of community information. They envision the library meeting the library service needs of residents of all ages, of students at all levels and they want the library to provide a gateway to reading for very young children. Participants also view the library as a place for both teens and seniors to socialize. Many participants commented that, in addition to these service benefits, the library would provide volunteer service and employment opportunities to the community.

Facilities, furnishings and equipment desired include:

- meeting rooms,
 - audiovisual equipment for use in meeting room(s),
 - indoor and outdoor spaces for socializing,
 - comfortable and quiet reading areas,
 - group study rooms,
 - individual study carrels,
 - exhibit space,
 - café,
 - adequate parking,
 - space for the Hercules Historical Society to house their collection,
 - space for classes to meet, *and*
-

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- wheelchair access.

Materials and services specifically mentioned include:

- circulating materials in a variety of formats (CD-ROMs, videos, books-on-tape, CD's, books, periodicals),
- materials on the various cultures represented in the population of the city as well as materials in the languages spoken by the city's bilingual and non-English speaking residents.
- materials on public management and other topics of use to City staff in carrying out their jobs,
- library tours and instruction,
- programs for children, teens, adults and seniors,
- homework help,
- literacy tutoring,
- book discussion groups for teens, children, and adults,
- English as a Second Language reading groups,
- mobile library for outreach, *and*
- service to shut-ins.

Location:

Participants want a new library facility to have “lots of parking” and to have a minimal impact on traffic in whatever location is chosen. They want the location to be safe, well lit, central, convenient to residents on both sides of Highway 80 and served by public transit. One participant recommended that the site be determined by using the existing “District Plan” that shows future development plans for the city.

Suggested specific locations include:

- Creekside Shopping Center,
- new Rite-Aid location,
- bottom of Civic Center hill,
- in vacant Lucky Store,
- near park at Falcon and Refugio,
- across from Fire Station,
- in City Hall area,
- near Valley Bible Church,
- across from Shell service station on San Pablo Avenue near Transit Center,
- near Mechanics Bank,
- near Bio-Rad, in new proposed city center development in the historic clubhouse area,
- on the former site of the Little League field,
- toward Franklin Canyon, *and*
- by the swim center and new high school.

Most of these sites are east of Interstate Highway 80 in close proximity to City Hall and the City's shopping centers.

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Community Library Needs Assessment

Civic Center Seen from Future Site of the Hercules Public Library



Open hours:

Participants want open hours that are consistent from day to day and are coordinated with the Pinole Library hours to maximize library access in the region. Participants expressed interest in Sunday open hours.

Open hour preferences listed in order of priority based on a composite of rankings from focus groups and key informant interviews are:

- weekend afternoons,
- weekday evenings,
- weekend mornings,
- weekday afternoons,
- weekday mornings, *and finally*
- weekend evenings.

Community support for library:

Participants offered many examples of how community groups and their members could help support a library. The examples included both volunteering time and providing financial support.

Volunteer activities suggested included:

- serving as a literacy tutor,
- assisting students with homework in the library,
- reading to children in the library,
- engaging in political action,

City of Hercules Community Library Needs Assessment

- providing input on collection, service and program development to library staff,
- joining the Friends of the Library,
- lending personal collections, art work, etc. for library displays,
- providing ethnic storytellers, speakers, etc. for library programs, *and*
- advertising library programs and services in community organization newsletters.

Participants suggested that financial support might come from:

- a city tax,
- developer fees,
- grants,
- fundraising events, *and*
- donations of books, other library materials, furnishings and equipment.

Participants also saw a support role for City staff and members of the City's various commissions. Activities mentioned included:

- advertising library hours, services and programs in City publications,
- soliciting input from the Planning Commission on the library building design,
- providing advice from the City's youth service providers to library staff on designing services and programs of use to local children and teens,
- providing City staff to develop and conduct workshops in the library on early childhood education, *and*
- promoting library services and community support for them through continuing coordinated and cooperative planning effort from the City Council and the Library Commission.

Community Telephone Survey:

In January 2001, Godbe Research & Analysis conducted a public opinion research project for the Hercules Library Commission. In addition to soliciting input from residents not currently library users, the project was designed to:

- assess the existing demand for library services and programs in the city of Hercules,
- identify current library usage patterns,
- evaluate residents' perceptions regarding the importance of specific library programs and services, *and*
- profile the demographic characteristics of residents.

"Three hundred and one residents of the City of Hercules completed a survey interview, representing a total universe of 11,765 *adult* residents in the City of Hercules. Interviews were conducted on January 2-8, 2001, and each interview typically lasted 11 minutes."⁴ The interview language was 96% English and 4% Tagalog. Questions were randomized

⁴ Godbe Research & Analysis, *Public Library Survey Conducted for the City of Hercules Library Commission*, February 2001, 6.

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to avoid the problem of systematic position bias. The margin of error for responses to the survey questions ranges from 3.35% to 5.59%.

To analyze the responses, Godbe Research & Analysis grouped respondents by age, education level, ethnicity, gender, household income, household language, whether or not a member of the household had a library card, and by number of minors in the home. The final report included cross-tabulation tables providing detailed information on the responses to each question by all demographic groups that were assessed in the survey. Only those subgroups that were of particular interest or provided a particular insight were included in the narrative portion of the final report submitted to the Library Commission by Godbe Research & Analysis. The report provides a statistically valid sample of responses regarding the potential use of a Hercules Public Library and of services and service hours desired by the residents of Hercules. The narrative portion of the report is in Appendix D.

Summary of Telephone Survey conducted by Godbe Research & Analysis, January 2-8, 2000:

Potential Use of Hercules Library:

Nine out of ten respondents indicated that they would be very or somewhat likely to visit a Hercules Library once it was built. Only 3% of respondents indicated they would not be at all likely to visit the library. Sixty percent of respondents have a Contra Costa County Library card. Of the households contacted, 86% stated that a member of the household had visited a public library in the last year. The public libraries most frequently used were Pinole (71%) and Richmond (19%). Reasons given by respondents who do not visit a public library are:

- don't need the library,
- location is inconvenient, *and*
- don't know where the library is.

Overall respondents preferred extended weekday hours to Sunday hours by a ratio of approximately 2 to 1.

Library Resources and Services Used:

Books are the most frequently used resource. Rated highly important and frequently used are:

- children's books and materials,
- assistance from library staff,
- quiet reading and study areas, *and*
- reference materials.

Children's story hours and programs are less frequently used, but are rated as highly important. Also rated as highly important are after school programs and magazines and newspapers.

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“.... Hercules residents frequently use ‘Books’ and consider them to be the most important of all the resources and services tested. ‘Children’s books and materials,’ ‘Library staff to answer questions,’ ‘Quiet reading and study areas’ and ‘Reference materials’ are also frequently used and rated as being highly important. ‘Children’s story hours and other programs’ and ‘after school programs’ are less frequently used, but still considered to be high in importance by most residents. ‘Meeting rooms’ are used less frequently than average, and are also rated as being relatively less important than the other services and resources tested in the survey. It is important to note however, that at the time of the survey, no public library was available in the City of Hercules. The frequency of use for some items tested may be related to the availability in the City, and thus may change once the Hercules Public Library is constructed and available for public use.”⁵

Sources used by respondents for information:

Over 1/2 of the respondents get information from the City’s newsletter the *Herculean*. One in five of the survey’s respondents get information from the *West County Times*, the local newspaper. The vast majority of respondents have Internet access at home (94%) and/or at work (39%). Seven percent of respondents access the Internet through a public library instead of or in addition to having access at home or work. Of the respondents with access to the Internet, one in five has visited the Contra Costa County Library Web site. They use the Library Web site to get information about libraries and about library resources such as audiovisual materials and computer software. About 15% of Library Web site users use the site to renew books.

Residents’ profile:

Families with children make up a significant portion of the community. Over 1/2 of respondents have at least one child under 17 living in their household.

Residents are well educated. Over 60% of respondents have some college education or are college graduates and an additional 19% have some graduate education or advanced degrees.

Respondents described their ethnicity as follows:

- 33.6% white,
- 20.9% Asian-American,
- 15.7% Filipino,
- 12.7% Latino/Latina,
- 11.9 % African-American, and
- 5.2% Chinese.

⁵ Ibid., 28.

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In 13% of the households surveyed, a language other than English is the primary language spoken. Chinese is spoken in 6 % of these households, Tagalog in 4% and Spanish in 3%.

Hercules is a relatively affluent community. The household incomes of survey respondents were distributed as follows:

- 36% at \$40,000-60,000,
- 20% at \$61,000-80,000,
- 33% at \$81,000-120,000, *and*
- 11% at \$121,000+.

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COMMUNITY ANALYSIS

Executive Summary

Governmental Agencies: The planned Hercules Public Library will operate as a branch of the Contra Costa County Library. The primary agencies responsible for planning the library are the City of Hercules and the Contra Costa County Library. The relationship between the City and the County Library goes back nearly 90 years to the establishment of the Contra Costa County Library in 1913 and the opening of a branch in Hercules that same year. That library operated in a room of the Hercules Clubhouse until 1970, when, in response to dwindling circulation and population, the library closed. Rapid population growth in Hercules in the late 1970s and throughout the 1980s increased public interest in building a public library in Hercules. Throughout the 1980s and 1990s, City staff and residents and County Library staff continued to explore options for building and operating a library in Hercules.

The County Library began a renewed effort to plan for the future and to secure stable funding in the early 1990s. The Contra Costa County Board of Supervisors established a countywide library commission in March 1991 to enlist community support and solicit the broadest community input for this planning process. The City of Hercules has sent a representative to the Contra Costa County Library Commission since the Commission's inception.

The Contra Costa County Library and the City of Hercules have been collaborating on planning for the Hercules Public Library since 1999. The Hercules City Council provided critical impetus to the library planning process with the creation of the Hercules Library Commission in 1999. Commission members led by Chair Jacquelyn Harbert worked closely with Alexander Hall, Recreation and Community Services Manager, until he left City employment, and are now working with Marsha Reynolds, Acting Recreation and Community Services Manager, in designing and implementing the planning process.

Key individuals in planning the Hercules Public Library are listed on pages 29-31 of this document.

School Agencies: The West Contra Costa Unified School District serves most of the elementary and secondary school students living in Hercules. The district operates three elementary schools in Hercules and opened a new middle/high school in Hercules in fall 2001. The District provides library media centers in all three elementary schools and in the new middle/high school. The elementary school library media centers do not have credentialed library media teachers, and their collections do not yet meet the State target for the ratio of books to student. The middle/high school operates its library media center with one full-time credentialed library media teacher and one full-time library media assistant, but the size of its collection does not yet meet the State target for the ratio of books to student. There are no private elementary or secondary schools in Hercules and no public or private post-secondary institutions of higher learning or vocational training.

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Community Library Needs Assessment

Community organizations: Community organizations play an important role in the City of Hercules. They address a variety of cultural, informational and recreational needs. Members of community organizations participated in the early stages of the library planning process and have a vested interest in the design and future operation of a Hercules Library. Members of these organizations will play a critical role in the design and implementation of programs and services. They will assure that library services, collections and programs address the academic needs of elementary and secondary school children, the recreational and cultural needs of children, teens and families, the needs of English language learners, of seniors, of the disabled, and of local business people. These organizations will work with the Hercules Library Commission and Library staff to assure that the Library reflects the community's racial and ethnic diversity in its services, programs and collections. Community organizations include more than 18 homeowners associations, ethnic and cultural organizations, business and service organizations, civic and recreational organizations, youth organizations and the new and rapidly growing Friends of the Hercules Library.

Demography: The population of Hercules as of the 2000 U.S. Census is 19,488 and is projected to grow to 25,500 by 2020. The population is racially and ethnically diverse with no one race or ethnic group in a majority. Hercules has a significant number of school age children with over a quarter of the population 19 years of age or less. Hercules is a city of families with 77% of its households identified as family households in the 2000 U.S. Census. The median value for an owner-occupied housing unit in Hercules was \$241,500 as of the 2000 U.S. Census. As of January 2002, the median price for a family residence in Hercules was \$258,000, significantly lower than the median price for the San Francisco Bay Area at \$381,000. Residents are well educated, 90.5% have attained high school graduates or a higher level and nearly 36% have a Bachelor's degree or higher. Hercules elementary schools receive Academic Performance Index scores above the statewide median. Hercules is a relatively affluent community, the 1999 median household income was \$75,196, the median family income was \$82,214 and the per capita income was \$27,699. All three figures are well above 1999 median household (\$47,493), median family (\$53,025) and per capita (\$22,711) incomes for the State of California. Nearly 40% of the employed civilian population of Hercules hold jobs in management, professional and related occupations. Both Hercules' poverty rate at 3.2% and unemployment rate at 3.9% are below those rates for California as a whole.

Community Characteristics: Life in Hercules offers many attractions including affordable and attractive housing, the City's relatively new infrastructure, and its semi-rural suburban atmosphere. Basically, the City is a bedroom community. Most residents must commute to work, to shop and to seek entertainment and other services. Hercules residents are Contra Costa County Library users and supporters even though they do not have a branch library located within their own community. Over 1/3 of Hercules residents have Contra Costa County Library cards and Hercules residents accounted for nearly 1/3 of the total circulation of items from the Pinole Library in FY 2000-2001. Residents voted overwhelmingly in favor of sales tax measures to support County Library services in June 1998 and again in November 2000.

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Community Library Needs Assessment

Governmental Agencies

The planned Hercules Public Library will operate as a branch of the Contra Costa County Library. Therefore, the primary agencies responsible for planning the library are the City of Hercules and the Contra Costa County Library. The relationship between the City and the County Library goes back nearly 90 years to the establishment of the Contra Costa County Library in 1913 and the opening of a branch in Hercules that same year. That library operated in a room of the Hercules Clubhouse until 1970 when, in response to dwindling circulation and population, the library closed.

Rapid population growth in Hercules in the late 1970s and throughout the 1980s increased public interest in building a public library in Hercules. In 1983, then City Manager, Steve Salomon, initiated discussions with M. G. Wingett, then Contra Costa County Administrator, and with Ernest Siegel, then Contra Costa County Librarian, about the possibility of building a County Library branch in Hercules. Discussions continued during the 1980s. Economic downturns and the County's loss of revenue in the wake of State Proposition 13 hindered planning efforts.

Throughout the 1980s and 1990s, City staff and residents and County Library staff continued to explore options for building and operating a library in Hercules. With the hiring of Anne Marie Gold as County Librarian in 1990, the County Library began a renewed effort to plan for the future and to secure stable funding. In an effort to enlist community support and solicit the broadest community input for this planning process, Ms. Gold recommended to the Contra Costa County Board of Supervisors the establishment of a countywide library commission.

The City of Hercules has sent a representative to the Contra Costa County Library Commission since the Commission's inception in March 1991. Hercules' representatives to the County Library Commission have been active participants in the development of the County Library's Regional Planning Process. As private individuals, Commission members supported the campaign to pass 1998 Contra Costa County Measure A, a library sales tax measure designed to secure stable funding for County Library operations, and a similar measure, Measure L, on the November 2000 ballot.

The Contra Costa County Library and the City of Hercules have been working together for the past year to improve library services for the City of Hercules. In December 2001, Anne Cain, County Librarian, made a formal request to the Contra Costa County Board of Supervisors for consideration to develop a library connection at the Hercules Community/Swim Center to serve the residents of Hercules. The Board of Supervisors approved the joint project. The Hercules Library Connection is a partnership between the City of Hercules and the Contra Costa County Library to provide book and audiovisual materials delivery to the residents of Hercules while planning for a new public library facility is in process. The County Library will install two computers connected to the Contra Costa County Library at the Hercules Community/Swim Center Computer Lab.

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Residents will be able to use the computers to request materials, access library databases, search the Internet and connect to the County Library Home Page. Requested materials, whether requested online through the Library Connection computers or from home, school or office computers, will be delivered to the Community/Swim Center for pick-up. A library book drop will be installed to allow residents to return library materials to the Community/Swim Center. The County Library sees this program as an opportunity to mitigate the impact of the current lack of local library services in the City of Hercules until a public library for the City is built.

The Hercules City Council provided critical impetus to the library planning process with the creation of the Hercules Library Commission in 1999. The first commission included six members of the community:

- Gloria Evans-Young
- Jacquelyn Harbert
- Laveeda Johnson
- Charles Madison
- Barbara J. Rowl
- Faye Matlock (Hercules' representative to the Contra Costa County Library Commission)

The Council subsequently voted to expand the size of the Library Commission to seven members. Current commissioners are:

- Jacquelyn Harbert, Chair⁶
- Barbara Rowl, Vice Chair⁷
- Roberta Alexander
- Jorge Alfaro (Hercules' representative to the Contra Costa County Library Commission)
- Gloria Evans-Young
- Selina Gill
- Daniel Mah

Garfield Byrd (April 2000-December 2001), Lucio Raymundo, Sr. (April 2000-September 2000), Virbala Thaker (January 2001-January 2002) and Joanne Ward (April 2000-November 2000) have also served on the Hercules Library Commission. Joanne Ward currently serves on the City Council and is the Council's liaison to the Library Commission. In that capacity, she keeps the Council apprised of library planning issues, participates in community meetings and events focused on library planning, and attends Contra Costa County Board of Supervisors meetings that include local and countywide library funding, planning and service issues on the agenda.

⁶ As of April 2002, the chair of the Commission is Barbara Rowl.

⁷ As of April 2002, the vice chair of the Commission is Jorge Alfaro.

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Commission members led by Chair Jacquelyn Harbert have worked closely with Alexander Hall, Recreation and Community Service Manager, until he left city employment and are now working with Marsha Reynolds, Acting Recreation and Community Services Manager, in designing and implementing the planning process. Chair Harbert and the Commission have received frequent presentations and enthusiastic support from current Contra Costa County Librarian, Anne Cain. Deputy County Librarian, Rose-Marie Westberg, and her assistant, Paula McGinnis, assisted the Commission in developing the questions for both the focus group discussions and the key informant interviews and acted as facilitators and recorders during the focus group sessions.

Key individuals in planning the Hercules Public Library project are:

City Council, City of Hercules:

- Kris Valstad, Mayor
- Ed Balico, Vice Mayor
- Frank Batara
- Terry Segerberg
- Joanne Ward

The City Council appointed the Hercules Library Commission to conduct the community library needs assessment and advise the Council on library service needs, authorized City staff to initiate the library planning process, and approved the hiring of consultants. The Council will review and approve the Bond Act application, the Joint Venture Project agreement, and the library operating agreement with Contra Costa County Library and the Council will authorize the expenditure of matching funds. The Council is ultimately responsible for the funding, design, and construction of the Hercules Public Library. Council Member Joanne Ward serves as liaison to the Hercules Library Commission.

Library Commission, City of Hercules:

- Jacquelyn Harbert, Chair⁸
- Barbara Rowl, Vice Chair⁹
- Roberta Alexander
- Jorge Alfaro, Hercules' representative to the Contra Costa County Library Commission
- Gloria Evans-Young
- Selina Gill
- Daniel Mah

⁸ As of April 2002, the chair of the Commission is Barbara Rowl.

⁹ As of April 2002, the vice chair of the Commission is Jorge Alfaro.

City of Hercules

Community Library Needs Assessment

The Commission advises the Hercules City Council and the Contra Costa County Librarian on all library matters, reviews library building plans and the library plan of service, initiated the organization of the Hercules Friends of the Library and conducted the community library needs assessment.

Planning Commission, City of Hercules:

- Richard Mitchell, Chair
- Trevor Evans-Young, Sr., Vice Chair
- Mario Estioco
- Melinda Manzo
- Richard Wilbur

The Planning Commission advises the City Council on planning issues and in that capacity reviews and comments on library building and site design.

Staff, City of Hercules:

- Mike Sakamoto, City Manager
- Rashmikant Pankhania, Assistant to the City Manager
- Marsha Reynolds, Acting Recreation and Community Services Manager
- Steve Lawton, Community Development Director
- Dennis Tagashira, Planning Manager
- Erwin Blancaflor, Associate City Engineer

The City Manager and his staff implement the decisions of the City Council. Staff initiated the library planning process. They worked with the Library Commission, architects, consultants and County Library staff to solicit community input on the community's library service needs, on site selection and on building design and to complete the Bond Act application and accompanying documents. Staff reports to the City Council and the Library Commission on the progress of the planning process and has the primary responsibility for the final design of the library and for construction oversight. Rashmikant Pankhania is in charge of the library project and chairs library planning team meetings. Marsha Reynolds is liaison from the City administration to the Hercules Library Commission and serves on the library planning team. Dennis Tagashira participated in the site selection process and both Mr. Tagashira and Steve Lawton serve in an advisory capacity to the library planning team. Erwin Blancaflor arranged for the boundary survey and the geotechnical report for the Bond Act application and serves in an advisory capacity to the architects and the library planning team.

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Community Library Needs Assessment

Board of Supervisors, Contra Costa County:

- John M. Gioia, District 1, Chair
- Gayle B. Uilkema, District 2
- Donna Gerber, District 3
- Mark DeSaulnier, District 4
- Federal Glover, District 5

Authorizes the County Librarian to work with the City of Hercules to plan for the Hercules Public Library and to complete the Bond Act application and accompanying documents. Approves the Joint Venture Project between the City of Hercules, the West Contra Costa Unified School District and the Contra Costa County Library. Approves the operating agreement between the City of Hercules and the Contra Costa County Library.

Staff, Contra Costa County:

- John Sweeten, County Administrative Officer

The County Administrative Officer reviews the Joint Venture Project agreement, and the operating agreement between the City of Hercules and the Contra Costa County Library.

- Anne Cain, Contra Costa County Library, County Librarian
- Rose-Marie Westberg, Contra Costa County Library, Deputy County Librarian

The Contra Costa County Librarian and Deputy County Librarian cooperate with the City of Hercules and the Hercules Library Commission on the library planning process, and prepare the Plan of Service and the operating budget for the Hercules Public Library. The Deputy County Librarian worked with the Hercules Library Commission and staff of the West Contra Costa Unified School District to develop a joint venture project to meet the needs of elementary and secondary students in Hercules. She worked with District and City staff to draft an agreement outlining the purpose and program of the Joint Venture Project and identifying the fiscal and program responsibilities of each signatory to the agreement. She is also a member of the library planning team.

School Agencies

The West Contra Costa Unified School District serves most of the elementary and secondary school students living in Hercules. The district operates three elementary schools: Hanna Ranch Elementary, Hercules Elementary, and Ohlone Elementary.

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2000-2001 Enrollment of Hercules Residents as of December 14, 2001

West Contra Costa Unified School District School	Enrollment
Hanna Ranch Elementary	482
Hercules Elementary	286
Ohlone Elementary	540
Hercules Middle School	886
Hercules High School	695
TOTAL	2,889

The District opened Hercules Middle/High School in fall 2001 with students in the 6th through 11th grade only. These students had previously attended Pinole Junior High and Pinole Valley High School in the City of Pinole and had after school access to the Pinole Library operated by the Contra Costa County Library. The Association of Bay Area Governments (ABAG) in *Projections 2002* forecasts a 2020 student population for the Hercules Public Library project area of 4,788 students.

Hercules Middle/High School



Students living in the Foxboro District of Hercules north of Highway 4 attend elementary and secondary schools operated by the John Swett Unified School District in Crockett and Rodeo.

According to enrollment records at each of the school offices, the following number of Hercules residents attends each of the schools.

City of Hercules Community Library Needs Assessment

2001-2002 Enrollment of Hercules Residents John Swett Unified School District

School	Number of students
Hillcrest Elementary	72
Carquinez Middle School	47
John Swett High School	74

According to the Contra Costa County Office of Education, Department of Student Programs, there are only 5 children recorded as receiving home schooling in Hercules.

The West Contra Costa Unified School District provides library media centers in all three elementary schools in Hercules and in the new middle/high school. The elementary school library media centers do not have credentialed library media teachers. Eight traveling paraprofessional library assistants serve all 39 elementary schools in the district. This staff level is below the District's minimum goal.

In the *West Contra Costa Unified School District, District Library Media Plan, 2001-2005*, the District sets a minimum goal of 1/5 credentialed library media teacher, 1/5 paraprofessional library assistant, 1/2 library aide per elementary school. An exemplary standard or goal, according to the *Plan* would be one full time credentialed library media teacher, one full time paraprofessional library assistant, and one full time library aide per elementary school.

The Hercules Middle/High School operates its library media center with one full time credentialed library media teacher and one full time paraprofessional library assistant. This level meets the District's current minimum standard. The District's *District Library Plan 2001-2005* sets a long range goal of two full time credentialed and two full time paraprofessional staff per high school and one full time credentialed media teacher and one full time paraprofessional per middle school.

The *West Contra Costa Unified School District, District Library Plan 2001-2005* also addresses strengthening library media center collections. The objective is "To provide up-to-date relevant resources in a variety of formats and technologies to meet the diverse learning ability, styles, and needs of all learners."

The *District Library Plan, 2001-2005*, notes that it is "the goal of the State Superintendent of Public Instruction to bring all Library book counts to 20 up to date, relevant and enticing books per student." In the *West Contra Costa Unified School District Library Media Plan, 1999-2004*, the following ratio of items to students is recorded.

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West Contra Costa Unified School District Library Media Center Collections Hercules Elementary Schools, 1999

School	Total items	Total students	Items/Student
Hanna Ranch	3,769	468	8.1
Hercules	5,527	376	14.7
Ohlone	7,815	686	11.4

According to Brenda Motomura, Hercules Middle/High School Librarian, there are approximately 9,000 items in the Middle/High School library media center. The School's enrollment is 1,581 making the ratio of items to student at Hercules Middle/High School slightly less than six items per student, a ratio significantly lower than the State goal of 20 per student.

The City of Hercules, Recreation and Community Services Department augments the school program in Hercules through the operation of a Teen Resource Center at the Community/Swim Center. During the school year students in grades nine through 12, have an opportunity to use computers with Internet access, have unlimited use of various resources, and receive general homework assistance at the Center. Library planners anticipate that this program will move to the Computer/Homework Center planned in the new library.

There are no private elementary or secondary elementary schools in Hercules. The 1990 U.S. Census indicates that of the 3,360 persons enrolled in elementary or high school in Hercules 16.5% are enrolled in private schools. This rate is higher than the rate for the State of California at 9.3% and the nation as a whole at 9.8%.

There are no post-secondary institutions of higher learning or vocational training in Hercules. The closest community college is Contra Costa College located in the City of San Pablo seven miles south of Hercules. There are a number of four-year colleges and universities and a variety of vocational training schools within commuting distance of Hercules including the University of California, Berkeley, the Contra Costa campus of Hayward State University, and schools of technology and business operated by Heald College in Martinez and Concord respectively.

Community Organizations

Community organizations play an important role in the City of Hercules. These groups address a variety of cultural, informational and recreational needs. Members of community organizations participated in the early stages of the library planning process and have a vested interest in the design and future operation of the Hercules Public Library.

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Homeowners' Organizations:

The pattern of growth in the City led to the development of several distinct neighborhoods and planned developments. Each of these neighborhoods and planned developments has a homeowners' organization. There are a total of 18 of these organizations in the City at present. Their number will grow as housing developments currently in process are completed. They serve as important links between their members and the City. These organizations have been active participants in City and Library planning and have helped to shape a vision for the future of the City.

Ethnic and Cultural Organizations:

Ethnic and cultural organizations also play a key role in the City of Hercules. These organizations include Association of Filipino-Americans of Hercules (AFAH), Black Americans Cultural Association (BACA), the Chinese Association of Hercules, Fil-Ams of Hercules, the National Association for the Advancement of Colored People (NAACP), Karilagan Inc., and the Hercules Sister City Association. These groups work to preserve their own history and culture and to promote interracial and intercultural understanding.

BACA and the NAACP co-sponsor the annual celebration of Martin Luther King Jr. Day in Hercules. BACA has an annual Carnival in the summer to raise scholarship funds.

The various Filipino organizations co-sponsor Philippine Independence Day. In 2001, the Contra Costa County Library and Filipino organizations from Hercules and the neighboring City of Pinole and the community of El Sobrante worked together to plan and put on the annual celebration of the birth of Philippine national hero and independence leader, Dr. Jose Rizal. In previous years, this celebration took place at the Pinole Library. A scheduled renovation of the Pinole Library meant finding a new location for the 2001 celebration. The Hercules Senior Center was selected. Representatives of AFAH, of Filipino Americans of Contra Costa, Inc., of the Lions Club of Hercules, of the Friends of the Hercules Library and of Filipino organizations from El Sobrante and Pinole worked with Pinole Library Branch Manager Janet Hildebrand and Pinole Library staff member Cora Ramos to put on the celebration titled "The Future Beckons, We Await You, O Youth!" Over 200 people attended. In future years, the Hercules Public Library may host this important, popular and well-attended event.

In community focus groups and key informant interviews representatives of these organizations identified a number of library services that would benefit their organizations. Services identified included offering collections of materials similar to the Filipino Collection at the Pinole Library that accurately reflect the history of and celebrate the contributions of members of the races and ethnic groups represented in the population of Hercules. They also want the Library collection to offer print and non-print resources that promote cultural understanding and interracial cooperation.

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They look to the Library to provide space for exhibits and displays to celebrate Hercules' diversity and to inform the community about the various cultures and heritages which make up Hercules' population. By virtue of its mission, the Library will provide a much needed community venue for residents of all ethnic backgrounds and races to come together to celebrate their traditions. The Library will serve as the community institution that fosters and promotes cooperation among these groups in realizing common goals for the future.

Members of these organizations also feel they could contribute to Library services by donating Chinese and Tagalog language materials, providing ethnic storytellers, and could enhance the Library's role as community cultural center by loaning cultural, historical and ethnic artifacts for displays and exhibits.

Hercules' sister City is Tshushima, Japan. In November 2001, members of the Hercules Sister City Association traveled to Tshushima to celebrate 20 years of cultural exchange between Tshusima and Hercules. The Hercules Public Library can offer a venue for promoting the Sister City program and for sharing information and artifacts from Tshushima with the community as a whole.

Business and Service Organizations:

The Hercules Chamber of Commerce plays a key role in assisting the City in reaching its goal of a balanced community. The mission of the Chamber is "to advocate the common business interests and general welfare of all members regardless of size; to foster and promote a healthy, ethical and competitive business climate and to enhance the quality of life in our community." The Chamber is open three days a week from 10:30 a.m. to 5:00 p.m. and operates a Web site (www.herculescc.com). In the Economic Development Element of the General Plan, planners note that one of the factors impeding business promotion and retention in Hercules is the "lack of access [locally] to resources and information". The Library can serve as a resource to both the Chamber and the City in addressing this factor. The Library can augment the information resources of the Chamber of Commerce, co-sponsor with the Chamber programs of interest to the business community, and provide an appropriate space for community forums on economic development.

Hercules has two service clubs, the Hercules Lions Club and the Hercules Rotary. Both organizations will play a role in fundraising for and promoting the new Hercules Public Library.

Civic and Recreational Organizations:

Recreational organizations include the Hercules Amateur Radio Club, the Hercules Historical Society, the Hercules Senior Citizens Club, and the Heritage Garden Association. Members of these organizations participated in community forums held to

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gather input for planning the Library. They are particularly interested in having space for meetings and a local source of information and materials to support their activities.

Members of the Historical Society hope there will be space in the new Library for a collection of materials on the City's 100 years of history. They look forward to working in partnership with the Library to promote the preservation of Hercules' history and to make that history come alive for the whole community.

Members of the Senior Citizens Club participated in a focus group session at the Hercules Senior Center. They want a Library their members will enjoy visiting daily. They need an inviting space in which to socialize, they want current magazines and newspapers and a quiet and well-lit space in which to read them, and they want a variety of recreational reading, listening and viewing materials. They need large-type and audio books and some of them need resources and services to assist them with English language development. In addition to specifying a need for current consumer, health and financial information, they noted that they need instruction in making effective use of new information technology to meet their information needs. They need the Library to be close to public transportation and other City services. They would like the Library to sponsor book and current event discussion groups. Many members of the Club are also members of the Hercules Friends of the Library and look forward to becoming Library volunteers.

Youth Organizations:

Representatives from a variety of organizations for children and teens participated in the community needs assessments focus groups. Those groups included The West Contra Costa LEO Club of Hercules, Cub Scout Pack 693, the Pinole/Hercules Little League, the West Contra Costa Youth Soccer League and the West Contra Costa Youth Football/Cheerleaders League. The West Contra Costa LEO Club of Hercules is the youth division of the Lions Club. Members volunteer at community special events. According to Marsha Reynolds, Acting Recreation and Community Services Manager, the members of the LEO Club are willing, reliable and dedicated volunteers. The Library will offer additional volunteer service opportunities for the Club as well as potential employment for some of the Club's members. It will provide resources and services to support LEO members in their community service activities and their academic pursuits. LEO members are potential candidates for the teen advisory council the Library will organize to provide input to Library staff on programs and services for teens. Youth recreational and sports groups need resources for coaches, players and parents. They need space for meetings. They hope to partner with the Library in planning and providing evening and weekend family recreational programs in the Library. Members of youth groups and their adult sponsors want the Library to offer programs and services which promote recreational reading such as the Summer Reading Program and a teen writing contest. There was consensus among members of these groups that the Library should provide support for elementary and secondary school students in their schoolwork.

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Friends of the Hercules Library:

In the spring of 2000, the Hercules Library Commission, at the suggestion of then Recreation and Community Services Director, Alexander Hall, initiated the Friends of the Hercules Library group with the assistance of current President, Joy Shapiro. The Friends of the Hercules Library held their first meeting at Ohlone Elementary School on May 23, 2000, sending written invitations to 74 Hercules residents who have expressed interest in planning a library and who are known to be active in the community. To help promote the new organization and to support its membership drive, the City provided free space to the Friends at the Hercules Cultural Festival, June 3-4, 2000. Albertson's, the only grocery store located in Hercules, has donated space for a used book collection box. The Friends of the Library sell the donated books at their periodic book sales. Proceeds from the books sales will be used to help purchase materials for the opening day collection of the new Hercules Public Library. A representative of the Friends attends the Hercules Library Commission meetings and provides reports to the Commission on Friends of the Library activities and concerns. The membership of the Friends of the Library as of February 2002 is 145 residents. Members of the Friends of the Library are active participants in planning for the new library, are actively raising funds, and look forward to co-sponsoring library programs and to volunteering in support of library services.

Independent Living Resource:

There is no organization in the City of Hercules that represents the disabled community. However, Douglas Dildine, Independent Resource Specialist, Independent Living Resource in Concord, California, provided the Hercules Library Commission with information about the concerns and service needs of Independent Living Resource's clients. He referred the Commission to the Wilcots family in Hercules for further input on the specific library service needs of disabled residents of Hercules. The Wilcots identified the need for direct delivery of library resources and services to the homebound and to residents of the seven residential care facilities located in the City. They also identified the need for programs, services and materials for visually and hearing impaired residents of the City. They further noted that access to library services for the disabled living in Hercules would be vastly improved by the construction of a public library facility in the City.

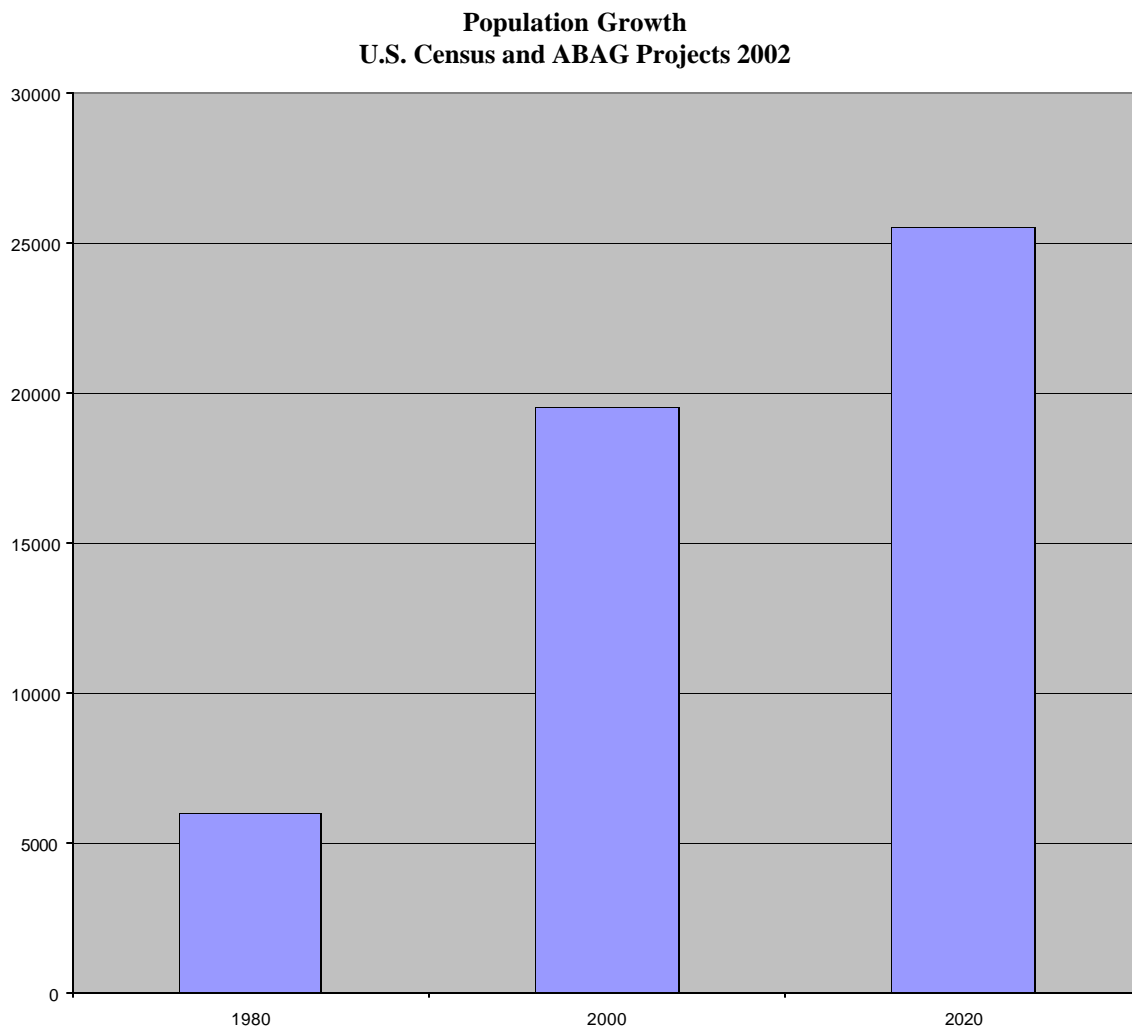
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Demography

Current Population and Projected Growth:

The population of Hercules has grown 227% in the last two decades from 5,963 in 1980 to 19,488 in 2000. In an article in the February 2, 1991, *Contra Costa Times*, reporter John King describes Hercules as "...the Bay Area's fastest-growing city during the 1970s and 1980s."¹⁰ The Association of Bay Area Governments (ABAG) in its publication, *Projections 2002*, estimates an increase in population to 25,500 by the year 2020.

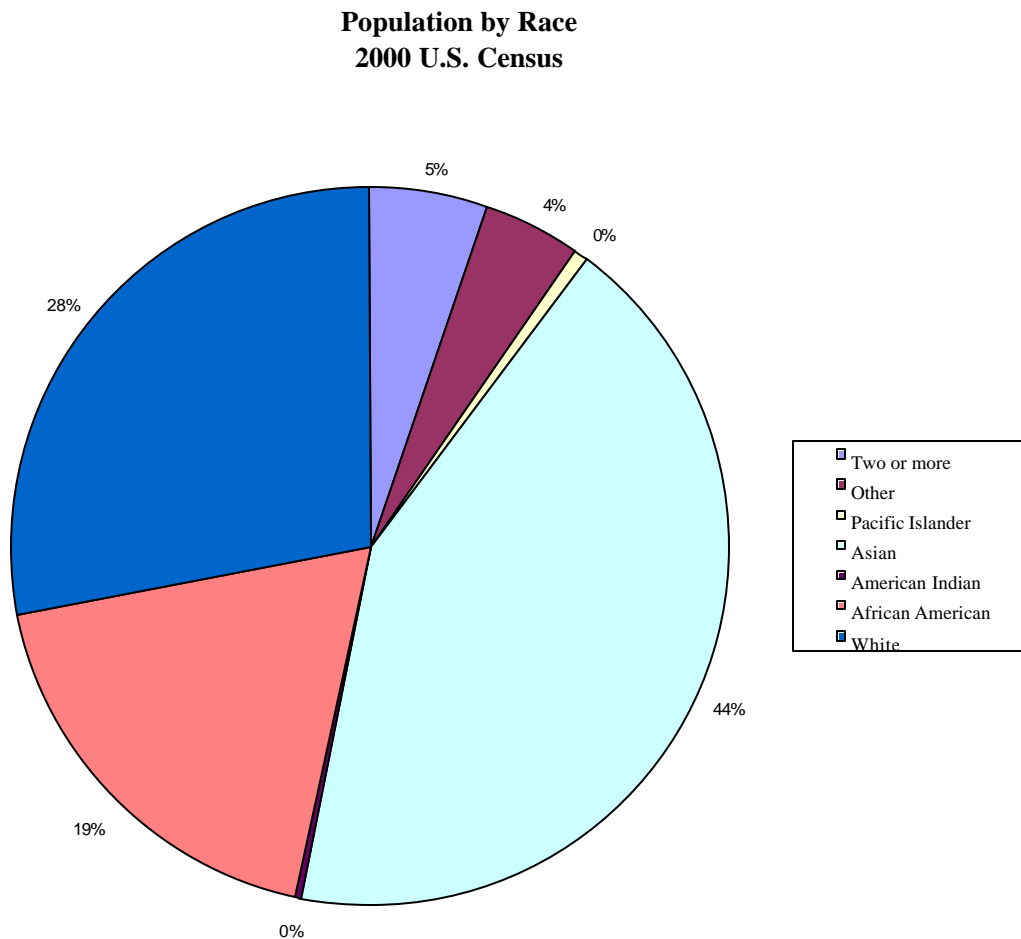


¹⁰ John King, "Hercules Still the Boom City of the Bay Area," *Contra Costa Times*, 2 February 1991, 3(A).

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Race, Ethnicity and Language:



The City of Hercules is racially and ethnically diverse. No one racial or ethnic group is in a majority. The non-white population of Hercules makes up a substantially larger proportion of the total population of the City than the proportion of non-whites in the total populations of the State of California and of the nation as a whole.

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**Population by Race
2000 U.S. Census**

Race	Number
White	5,453
Black or African American	3,659
American Indian and Alaska Native	49
Asian	8,327
Native Hawaiian and Other Pacific Islander	90
Some other race	872
Two or more races	1,038

The Census further indicates that twenty-five per cent of the population is Filipino and eleven percent is Hispanic or Latino of any race.

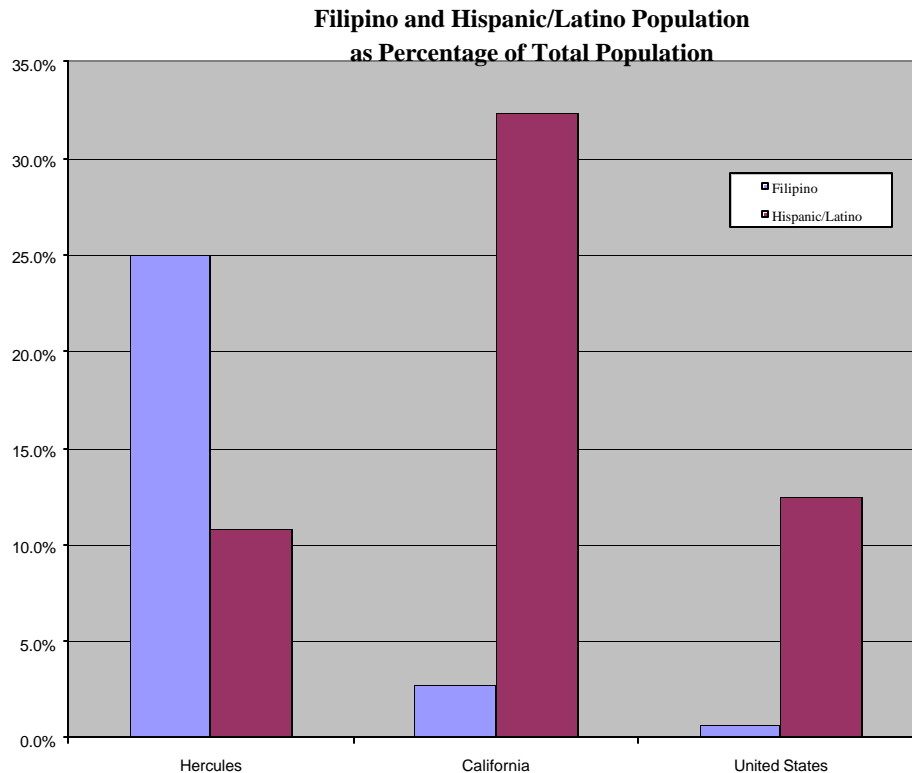
**Population by Race, 2000 U.S. Census
Comparison of Hercules, California and the United States**

Race	% of Hercules population	% of California population	% of United States population
White	28	59.5	75.1
Black or African American	18.8	6.7	12.3
American Indian and Alaska Native	0.3	1.0	0.9
Asian	42.7	10.9	3.6
Native Hawaiian or Other Pacific Islander	0.5	0.3	0.1
Some other race	4.5	16.8	5.5
Two or more races	5.3	4.7	2.4

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According to the Census, Filipinos represent a larger proportion of the population of Hercules (25%) than they do of either the State of California (2.7%) or of the nation as a whole (0.7%). The Census further indicates that the proportion of Hispanics or Latinos of any race in Hercules (10.8%), while close to that of the nation as a whole (12.5%), is substantially smaller than the proportion of that group in the total population of California (32.4%).



According to the California Department of Education, Educational Demographics Unit, the number of English language learners in the three elementary schools in Hercules averages 8% of the total enrollment. There are no data yet available for the new Hercules Middle/High School. The number of English language learners in all of California's kindergarten through 12th grade students is 1,493,660¹¹ or nearly 25% of the total enrollment¹². This percentage is substantially higher than the percentage of Hercules' elementary school students who are English language learners.

¹¹ California Department of Education, Educational Demographics Unit, *Number of English Learners in California Public Schools, by Language and Grade, Ranked by Total 2000-01, Statewide*, [document online]; available from <http://data1.cde.ca.gov/dataquest>; Internet; accessed 9 March 2002.

¹² California Department of Education, Educational Demographics Unit, *Statewide Enrollment in California Public Schools by Grade, 2000-01*, [document online]; available from <http://data1.cde.ca.gov/dataquest>; Internet; accessed 15 March 2002.

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English Language Learners in Hercules Elementary Schools, 2000-2001

School	Number of English Language Learner ¹³	Total Enrollment ¹⁴	% of Total
Hanna Ranch	52	496	10.5
Hercules	27	338	7.9
Ohlone	55	652	8.4

According to the West Contra Costa Unified School District the languages spoken by English language learners in Hercules' elementary and secondary schools are Spanish, Pilipino (Tagalog), Cantonese, Punjabi, Lao, Vietnamese, Urdu, Korean, Mien and Mandarin. The *Number of English Language Learners in California Public Schools, Ranked by Total, 2000-01*, produced by the Educational Demographics Unit of the California Department of Education, provides additional information. That information indicates that at Hanna Ranch Elementary School the top three languages are Pilipino, Spanish and Cantonese in that order, at Hercules Elementary they are Spanish, Punjabi and Pilipino in that order and at Ohlone Elementary they are Spanish, Pilipino and Punjabi in that order. The majority of English language learners either speak Spanish or Pilipino (Tagalog).

Language Spoken at Home, 2000 U.S. Census Population 5 years and Over Comparison of Percentages for Hercules and for California

	Hercules	California
English only	57.3	60.5
Language other than English	42.7	39.5
Speak English less than "very well"	17.6	20.0
Spanish	8.2	25.8
Speak English less than "very well"	2.6	13.7
Other Indo-European languages	5.2	4.3
Speak English less than "very well"	2.2	1.4
Asian and Pacific Island languages	27.8	8.6
Speak English less than "very well"	12.5	4.6

The *Profile of Selected Social Characteristics: 2000*, U.S. Census Bureau, indicates that 42.7% of the population of Hercules 5 years and over speaks a language other than

¹³ California Department of Education, Educational Demographics Unit, *Number of English Learners in California Public Schools, by Language and Grade, Ranked by Total, 2000-01, Hanna Ranch Elementary, Hercules Elementary, and Ohlone Elementary*, [document online]; available from <http://data1.cde.ca.gov/dataquest>; Internet; accessed 2 February 2002.

¹⁴ California Department of Education, Educational Demographics Unit, *Enrollment in California Public Schools by District by Grade, 2000-01, West Contra Costa Unified*, [document online] available from <http://data1.cde.ca.gov/dataquest>; Internet; accessed 23 January 2002.

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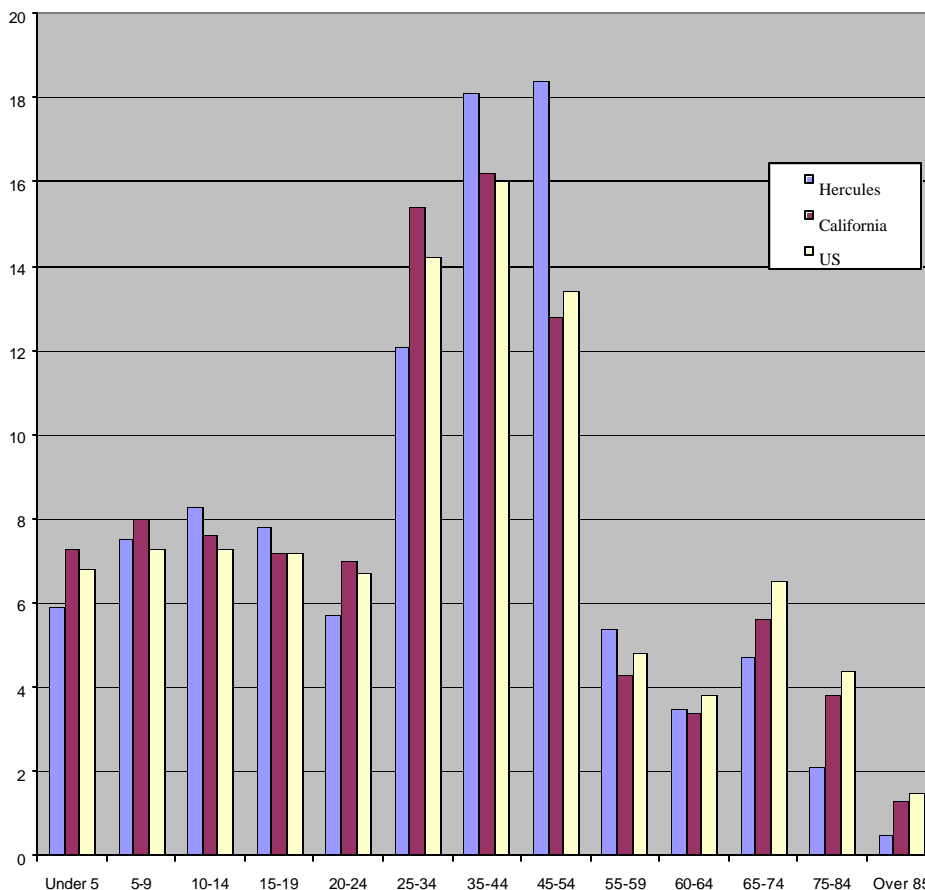
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English. This proportion is higher than the 39.5% of the population of the State of California 5 years and over that speaks a language other than English. In addition, the *Profile* indicates that 17.6% of the population of Hercules 5 years and over speaks English less than “very well” compared to the slightly higher 20% of the population of the State 5 years and over that speaks English less than “very well.”

Population Composition by Age:

Hercules has a significant number of school age children. Over a quarter of the population is 19 years of age or less. Although the 2000 U.S. Census records the median age in Hercules (36.7 years) as higher than either California’s (33.3) or that of the nation as a whole (35.3), senior citizens represent a rather small proportion of the residents of Hercules. In Hercules, persons age 65 and older make up only 7.3% of the population. Persons 65 and older make up 10.7% of the total California population and 12.4% of the population of the nation as a whole.

Age Distribution, 2000 U.S. Census



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**Age Distribution, 2000 U.S. Census
Comparison of Hercules, California, and the United States**

Age	% of Hercules Population	% of California Population	% of United States Population
Under 5 years	5.9	7.3	6.8
5 to 9 years	7.5	8.0	7.3
10-14 years	8.3	7.6	7.3
15 to 19 years	7.8	7.2	7.2
20 to 24 years	5.7	7.0	6.7
25 to 34 years	12.1	15.4	14.2
35 to 44 years	18.1	16.2	16.0
45 to 54 years	18.4	12.8	13.4
55 to 59 years	5.4	4.3	4.8
60 to 64 years	3.5	3.4	3.8
65 to 74 years	4.7	5.6	6.5
75 to 84 years	2.1	3.8	4.4
85 years and over	0.5	1.3	1.5

Households and Housing:

Hercules is a city of families. The City has a higher percentage of family households (households which include a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption), and a higher percentage of households with own children under the age of 18 years than either California or the United States as a whole.

**Households, 2000 U.S. Census
Comparison of Hercules, California, United States**

Type of Household	% of Hercules Households	% of California Households	% of United States Households
Family Households	77.8	68.9	68.1
Households with own children under 18	41.7	35.8	32.8

The average household size in Hercules is 3.03 and the average family size is 3.46. These are comparable to the averages for California and the United States. However, Hercules has a significantly smaller percentage (3.7%) of householders 65 years and older than California (7.8%) or the United States as a whole (9.2%) has. In contrast, Hercules has a significantly larger percentage (84.4%) of owner-occupied housing units than either California (56.9%) or the United States (66.2%). The City of Hercules is

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projected to add 2430 households between 2000 and 2025. This projected increase stems from the supply of vacant land in Hercules and from the City's location at the junction of Interstate Highway 80 that connects Hercules with major cities in the East Bay and State Route 4, a heavily traveled highway that connects West Contra Costa with East and Central Contra Costa County.¹⁵

Median Property Value :

According to the 2000 U.S. Census, the median value for an owner-occupied housing unit in Hercules is \$241,500. The median value for California is \$211,500. Data for the United States as a whole is not available as of the writing of this needs assessment. The January 2002 San Francisco Chronicle Chart available from DataQuick Real Estate News online at <http://dqnews.com>, reported that the median price for a family residence or condominium in Hercules in January 2002 was \$258,000. That price is significantly lower than the median home price for the San Francisco Bay Area as a whole reported by DataQuick Real Estate news as being \$381,000 for February 2002.

Population by Educational Level:

The adult population of Hercules is well educated.

Educational Attainment, 2000 U.S. Census Population 25 years and older

Level	Number	Percent
Less than 9 th grade	441	3.6
9 th to 12 th grade, no diploma	731	5.9
High school graduate (includes equivalency)	2,078	16.8
Some college, no degree	3,370	27.2
Associate degree	1,316	10.6
Bachelor's degree	3,384	27.3
Graduate or professional degree	1,063	8.6

¹⁵ ABAG, Association of Bay Area Governments, *Projections 2002, Forecasts for the San Francisco Bay Area to the year 2025: population, labor force, households, income jobs*, ABAG, 2001, 88.

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The level of education achieved by the population 25 years and older in Hercules is significantly higher than the level achieved by the population 25 years and older in the State of California as a whole. No current data on educational attainment of the population 25 years and older for the nation as a whole are available for comparison as of the writing of this needs assessment.

Educational Attainment, 2000 U.S. Census Comparison of Hercules and California Percent of Population 25 Years of Age and Older

Level	Hercules	California
Less than 9 th grade	3.6	11.5
9 th to 12 th grade, no diploma	5.9	11.7
High school graduate (includes equivalency)	16.8	20.1
Some college, no degree	27.2	22.9
Associate degree	10.6	7.1
Bachelor's degree	27.3	17.1
Graduate or professional degree	8.6	9.5
Percent high school graduate or higher	90.5	76.8
Percent bachelor's degree or higher	35.9	26.6

In Hercules, 90.5% of the population 25 years and over has completed high school or a higher level of education. The percentage of that same age group in the population of the State that has achieved that level of education is lower (76.8%). The percentage of the Hercules population 25 years and over that has a bachelor's degree or higher level of educational attainment is 35.9% compared to 26.6% for the State as a whole.

Academic Performance Index (API) for Hercules' Schools:

Schools located in Hercules are among West Contra Costa Unified School District's highest rated. The California State Department of Education provides the following 2001 Academic Performance Index (API) base scores for public elementary schools operated by the West Contra Costa Unified School District and the John Swett Unified School District attended by children from Hercules.

Elementary School Academic Performance Index

School Name	District	2001 API	2001 Statewide Rank	2001 Similar School Rank
Hanna	WCCUSD	799	8	7
Hercules	WCCUSD	762	7	9
Hillcrest	John Swett USD	580	3	1
Ohlone	WCCUSD	743	7	3

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Secondary School Academic Performance Index

School Name	District	2001 API	2001 Statewide Rank	2001 Similar School Rank
Carquinez Middle	John Swett USD	690	6	8
Hercules Middle/High	WCCUSD	NA	NA	NA
John Swett High	John Swett USD	628	5	6

“The purpose of the API is to measure academic performance and progress of schools. It is a numeric index which ranges from a low of 200 to a high of 1000. The 2001 API establishes this year’s baseline for a school’s performance and sets an annual target for growth. The state has set 800 as the API score that schools should strive to meet.”¹⁶

The statewide median elementary school score is 690; the median middle school score is 669; and the median high school score is 636. All three elementary schools operated by the West Contra Costa Unified School District in Hercules score above the statewide median. School year 2001-2002 is the first year of operation for Hercules Middle/High School therefore no API data for the school are yet available.

Hanna Ranch elementary has nearly reached the score schools should “strive to meet.” Its API target for 2002 is 800. Hercules Elementary and Ohlone Elementary follow closely behind with target scores for 2002 of 764 and 746 respectively.¹⁷

Literacy Rate:

The State of Literacy in America available at <http://www.nifl.gov> provides synthetic estimates of adult literacy proficiency at the local, state, and national levels. The National Institute for Literacy commissioned its publication. The report combines the 1992 National Adult Literacy Survey data and 1990 Census data. In this report, 19% of the population of the City of Hercules over the age of 16 is estimated to perform at the lowest level of literacy, Level 1. The estimate for the State of California is that 24% of the population of the state over the age of 16 perform at the lowest level of literacy. The NALS found that a total of 21-23 % of American adults 16 years and older perform at Level 1.

¹⁶ California Department of Education, *2001 Base Academic Performance Reported for California Public Schools*, news release January 16, 2002, [news release online]; available from <http://www.cde.ca.gov/news/releases2002/re103.asp>; Internet; accessed 23 January 2002.

¹⁷ California Department of Education Policy and Evaluation Division, *2001 Academic Performance Index (API) Base, List of Schools-District Level, January 16, 2002*, [document online]; available from <http://data1.cde.ca.gov/dataquest/2001Base>; Internet; accessed 23 January 2002.

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Income:

According to the *Profile of Selected Economic Characteristics, 2000 U. S. Census*, the 1999 per capita income in Hercules at \$27,699 was higher than the per capita income of \$22,711 for the State of California. Median household income in Hercules \$75,196 and median family income at \$82,214 were substantially higher than the median household income of \$47,493 and the median family income of \$53,025 for California. No income data for the nation as a whole are available as of the writing of this needs assessment.

Income, 2000 U.S. Census Comparison of Hercules and California

Category	Hercules	California
Median household income	\$75,196	\$47,493
Median family income	\$82,214	\$53,025
Per capita income	\$27,699	\$22,711

Poverty rate:

Six hundred and ten residents of Hercules or 3.2% of the population were living below the poverty level in 1999 according to the *Profile of Selected Economic Characteristics* for the U.S. Bureau of the Census, Census 2000. Data further indicates that 93 families or 1.9% of families in Hercules were living below the poverty level. The extent of poverty in Hercules is significantly lower than it is statewide. In California in 1999, 14.2% of individuals and 10.6% of families were living below the poverty level. Data on poverty for the nation as a whole are not available of the writing of this needs assessment.

Population by occupation:

Occupation, Employed Civilian Population 16 Years and Over, 2000 U.S. Census Hercules California

Occupation	Number	% of Total
Management, professional, and related occupations	3,978	39.6
Service occupations	970	9.6
Sales and office occupations	3,526	35.1
Farming, fishing, and forestry occupations	5	-
Construction, extraction, and maintenance occupations	602	6.0
Production, transportation, and material moving occupations	972	9.7

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Nearly 40% of the residents of Hercules are employed in management, professional, and related occupations only a slightly higher percentage of the population than the 36% of the population of California employed in those occupations. National data are not available for comparison as of the writing of this needs assessment.

Occupation, Employed Persons 16 Years and Over, 2000 U.S. Census Comparison of Percentages for Hercules and California

Occupation	Hercules	California
Management, professional, and related occupations	39.6	36
Service occupations	9.6	14.8
Sales and office occupations	35.1	26.8
Farming, fishing, and forestry occupations	0	1.3
Construction, extraction, and maintenance occupations	6.0	8.4
Production, transportation, and material moving occupations	9.7	12.7

According to the 2000 U.S. Census, 10,380 residents of Hercules 16 years and over are in the labor force. Of that number, 9,838 commute to work.. The mean travel time one way to work for these Hercules commuters is 40.5 minutes and 79.6% of them drive alone or in a carpool.

Unemployment:

Unemployment is relatively low in Hercules at 3.9% in February 2002.¹⁸ The rates for both California and for the United States as a whole at 6.1% and 5.5% respectively were higher than the unemployment rate for Hercules.¹⁹

¹⁸ California. Employment Development Department, *Labor Force Data for Sub-County Areas (Data not seasonally adjusted) 2001 Benchmark*, [document online]; available from <http://www.calmis.ca.gov/FILE/LFMONTH/CONTRSUB.TXT>; Internet, accessed 15 March 2002.

¹⁹ California. Employment Development Department, *Summary, Labor Market Conditions in California, February 2002*, [document online]; available from [http://www.calmis.gov/FILE/LFMONTH/CAL\\$PRN.TXT](http://www.calmis.gov/FILE/LFMONTH/CAL$PRN.TXT); Internet; accessed 15 March 2002.

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COMMUNITY CHARACTERISTICS AND ANALYSIS

City History and Development

The City of Hercules is located in the western region of Contra Costa County, one of nine counties comprising the San Francisco Bay Area. The City covers approximately 7 square miles stretching from the shores of San Pablo Bay east along the scenic Refugio Valley to Franklin Canyon. The City is a general law city governed by a council of five members elected at large for four-year overlapping terms.

Incorporated in 1900, the City served as a company town for the California Powder Works which opened its Hercules site in 1879. Until the 1970s the City's population was stable at a few hundred residents. However, in the 1970s and 1980s the City experienced a population explosion. In 1969 the population was 252, by 1980 it had grown to 5,963 and by 2000 had reached 19,488. In essence, though incorporated in 1900, the City of Hercules is a new city with relatively new housing stock and a significant number of newly arrived residents.

The availability of large tracts of land and the City's location at the intersection of Interstate Highway 80 and State Route 4 put the City of Hercules in the path of growth in the San Francisco Bay Area. Accessibility by freeway to employment areas in West Contra Costa County, Northern Alameda County and the City of San Francisco combined with the availability of relatively new and affordable housing drew new residents by the thousands to the City throughout the 1980s and into the 1990s.

Planning

The Land Use Element of the City of Hercules General Plan, adopted on September 22, 1998 by the City Council, recognized that the desired growth of commercial and employment opportunities in the City had not kept pace with residential growth. It noted that:

- Businesses in Hercules provide relatively few jobs or shopping and service opportunities.
- Most residents must commute to work and drive to shopping areas.

With the adoption of the Land Use Element, the City set new land use goals. Those goals are:

- Preserve and enhance the community's quality of life with well-balanced growth and development.
- Enhance and create a community with a wide range of choices, services, and amenities.

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The City's long efforts to build a community public library form one element of this development strategy.

In the 1980s, development fees from new home construction provided revenue for the creation of the City's infrastructure. By the 1990s, slowing development, the City's location just outside the San Francisco Bay Area's core of economic power, and downturns in economic cycles began to present the City with planning and fiscal challenges. Residential growth had outstripped retail and commercial growth. Retail business struggled to survive largely because most residents leave the city every day to commute to work leaving local businesses in too small a local market.

In late 1999, the City hired Dover, Kohl and Partners, a nationally recognized town planning firm, to initiate a "District Plan". The intent was to introduce the concept of New Urbanism into the Hercules planning process. A seven-member steering committee made up of City officials including Library Commission Chair Jacquelyn Harbert, City staff, prominent citizens and developers' representatives worked with Dover, Kohl and Partners to organize a town meeting and community charette. "The charette week was a ten-day series of intensive, hands-on discovery, brainstorming, problem-solving and sketching sessions."²⁰ Over 300 citizens participated and from their input and comments, the *Central Hercules Plan* and the *Regulating Code for the Central Hercules Plan* were created and adopted. The site eventually selected for the Hercules Library is located in the Civic Center/Hospitality Corridor of the Central Hercules Plan area.

Hercules Today

Life in Hercules offers many attractions. Residents have chosen to live here for a variety of reasons including the City's affordable and attractive housing and its relatively new infrastructure. Residents enjoy the City's semi-rural suburban atmosphere, its open space and community and neighborhood parks, its bicycle and hiking trails, and its pleasant, safe and family-oriented neighborhoods.

The City of Hercules, Department of Recreation and Community Services, operates two community and five neighborhood parks. The Recreation and Community Services Department, in addition to managing the City's parks, operates the Community/Swim Center, the Hercules Senior Center, and Community Centers in both the Foxboro and Ohlone Neighborhood Parks. The Department offers a variety of classes ranging from art instruction, to cooking lessons and workshops on financial investments at the Community Center/Swim Center. The Department also offers a variety of sports and fitness programs for teens and adults at the Community/Swim Center. At the Senior Center, the Department provides a variety of recreational and support services for adults 50 years of age and older.

²⁰ Hercules, California, and Dover, Kohl & Partners, *Central Hercules Plan, 2001, update 5 June 2001*, [document online]; available from <http://hercules-plan.org.hosting.pacbell.net/action.htm>; Internet; accessed 10 March 2002.

City of Hercules Community Library Needs Assessment

Design Award Winning Refugio Valley Park



The Department also operates three childcare programs, one at each of the three elementary school sites in Hercules. Lupine Childcare at Hercules Elementary has space for 50 children, Hanna Ranch Childcare at Hanna Ranch Elementary has space for 100 children, and Ohlone Childcare at Ohlone Elementary has space for 150 children. Each site has a program coordinator and teachers and teachers' aide. The program is licensed by the State of California and provides quality childcare with organized recreational and physical activities. There are also private day-care facilities within the City.

In the Economic Development Element of the City's General Plan, the following City strengths were identified:

- positive City Council attitude toward economic development,
- high level of civic pride among residents, *and*
- generally high quality of life in community.

The City of Hercules is basically a bedroom community. The number of jobs within the City is much smaller than the number of employed residents. There are very few retail and service businesses and, except for the City's recreational program, few cultural resources within the City. Hercules has no movie theater, community theater or playhouse, bookstore, museum or public library. At present, there is only one grocery store and dining out is limited to fast food outlets. Most residents must commute to work, to shop and to seek entertainment and other services.

The Economic Development Element of the General Plan identifies the following weaknesses in the City's development to date:

- increased traffic congestion in city and on major highways,
- limited business development and diversity,
- lack of non-residential community identify;

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Community Library Needs Assessment

- need for community services, *and*
- need for education system improvement.

The Central Hercules Plan mentioned above proposes solutions for these weaknesses and begins to create a vision of the future for the City and its civic-minded residents.

The Population

Hercules is a relatively young community with 84% of the population under 55. Nearly 42% of households have children under the age of 18. Despite the number of relatively young people in the City, the City and its residents are not insensitive to the needs of the older generation. The City, in its planning documents, expresses concern about the departure of its older residents to other communities and is working to retain the City's population as it ages. In the fall of 1999 the Arbors assisted living residence was completed next to City Hall and a new senior residential complex is planned adjacent to the site selected for the Library. In addition to this specially designated housing, members of the Hercules Library Commission participating in the library planning process identified seven board and care homes for the elderly and severely disabled people located in Hercules.

Residents of Hercules are well educated with 69% of the adult population having attended or graduated from college. The education level achieved by residents and the number of households in Hercules that have children under 18 are both factors that account in part for the importance assigned to quality education by the community. Residents take an active role in public school planning and assessment and they are concerned about providing the best education possible for their children. The City Council appointed the Blue Ribbon Committee on Education made up of concerned citizens in July 2000. The Committee identified the following shared values:

- strong community involvement,
- diversity in the student body and the faculty,
- creation of a sense of belonging for all students,
- quality instruction and training for teachers,
- effective communication with all interest groups, *and*
- recognition of achievement on all levels.

The task of the Committee is to investigate and determine ways to improve the community's relationship with the West Contra Costa Unified School District and with the John Swett Unified School District. Also, they are to explore all alternatives for improving the quality of public education for the youth of the community.

Hercules is a relatively affluent community. Both its median household and per capita incomes are higher than those for California. Most residents are employed in

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professional or technical jobs. The unemployment rate is very low compared to either that of the state or of the nation as a whole.

According to the *Hercules Community Resource Guide and Business Directory, 2000-2001* published by the Hercules Chamber of Commerce, the primary employers in Hercules are BioRad Laboratories and Mechanics Bank both located in the North Shore Business Park and the West Contra Costa Unified School District. According to the Business License Division of the Finance Department of the City of Hercules, there are 95 home-based businesses located in the City.

Most of Hercules employed residents leave the City every day to commute to their jobs. The mean one way travel time for these commuters is 40.5 minutes and 79.6% of them drive alone or in a carpool. This situation is unlikely to change soon. The Association of Bay Area governments estimates in *Projections 2002*, that there are at present 3,190 jobs in the City of Hercules and 10,939 employed residents. ABAG projects that the number of jobs in the City will increase nearly 48% compared to an increase of roughly 39% in the number of employed persons in the City by 2020. Though the rate of growth in the number of employed persons is projected to be less than that of jobs, number of the employed persons projected to be 15,200 by 2020 will still be significantly larger than the projected growth to 4,710 jobs.

The City motto, "Hercules the Dynamic City," is very descriptive of this racially and ethnically diverse community. This diversity is reflected in the City's politics, community organizations and in annual celebrations such as the Hercules Cultural Festival. The Cultural Festival, now in its twenty-first year, draws both residents and visitors from other communities. The event features food, music and crafts of the various ethnic and racial groups in the City and is a symbol of Hercules' pride in its diversity and of the benefit the community realizes when residents work together for a common goal.

In December 2000, Hercules celebrated the centennial of its incorporation. As proud as Hercules' residents are of their racial and ethnic heritage, they are also proud of the City's history. They are eager to preserve it while always looking to the future and their vision of a balanced inviting community for people of all ages and backgrounds.

The residents of Hercules are library users and library supporters. They have sustained high levels of library use despite the lack of a local facility and limited hours at the closest public library. According to the *Contra Costa County Library Circulation, Library Patron and Collection Statistics, July 1, 2000-June 30, 2001*, 6787 Hercules residents have a Contra Costa County Library card. Hercules residents accounted for the circulation of a total of 41,015 items or roughly 2 items per capita in fiscal year 2000-2001 from branches of the Contra Costa County Library. Hercules residents accounted for nearly one third of the total circulation from the Pinole Library in FY2000-2001. The telephone survey conducted by Godbe Research & Analysis found that 91% of respondents would use a new library in Hercules.

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Community Library Needs Assessment

Hercules has long supported the Contra Costa County Library. The City has appointed a representative to the Contra Costa County Library Commission since the Commission's inception. The City has participated in County Library and regional library planning meetings. Before the Friends of the Hercules Library organized, Hercules residents joined the Friends of the Pinole Library. Hercules residents have shown their support for public libraries at the ballot box as well. In June 1998, Contra Costa County residents voted on Measure A, a measure to collect sales tax for support of County Library services. Though the measure failed to get the required 2/3 vote countywide, 68% of voters in Hercules voted in favor of the measure.²¹ Voters had another opportunity to vote in favor of a sales tax to support library services (Measure L) in November 2000. Again the measure failed to get the required two thirds vote countywide, but Hercules voters approved the measure by 70.3%.²² When Proposition 14, the Bond Act, to establish a grant program for new library construction appeared on the ballot in March 2000, Hercules voted in favor of passage by 71.1%.²³

Residents have expressed their interest in building a community library through their participation in the community-wide planning, their participation in the library needs assessment, their support of countywide library services and through their membership in and support of the Hercules Friends of the Library. During the needs assessment process residents indicated their desire for an attractive, easily accessible library responsive to the needs of all members of the community. They believe that a library is an essential service in any city. They want the Hercules Public Library to have open hours convenient for people of all ages. They want the Hercules Public Library to reflect, through its collections, services, programs and displays, the ethnic diversity of the city. They want the Library to serve as a center for distribution of community information. They envision the Library meeting the library service needs of residents of all ages, of students at all levels and they want the Library to provide a gateway to reading for very young children. Participants in the needs assessment process also view the Library as a place for both teens and seniors to socialize. Many participants commented that, in addition to these service benefits, the Library would provide volunteer service and employment opportunities to the community.

²¹ Contra Costa County Library; Stephen L. Weir, Contra Costa County Clerk Recorder.

²² Ibid.

²³ Ibid.

City of Hercules

Community Library Needs Assessment

LIBRARY SERVICE NEEDS ANALYSIS

Executive summary

The most basic library service need in the City of Hercules is for a public library facility within the City limits. Participants in the needs assessment process indicated that this facility should be centrally located, easily accessible to children, the elderly and the disabled, and safe, attractive and inviting. They want the library to be open a reasonable number of hours per week and at times that are convenient for seniors, commuters and elementary and high school students. In focus group sessions, key informant interviews and in discussions at Hercules Library Commission meetings a number of critical library service needs emerged. These needs are echoed in broader community needs recorded in the City's various planning documents. Library service needs are:

- increased support for kindergarten through high school students in their educational pursuits,
- improved access to intellectual and cultural activities,
- increased access to recreational reading, viewing and listening materials,
- expanded local resources for preschool children, their parents and caregivers,
- expanded recreational programs for families,
- better local access to information resources both print and electronic,
- improved local information resources and programs for the business community,
- direct delivery of library resources and services to the homebound and disabled,
- services and resources to foster intercultural understanding and cooperation,
- resources and services to support both bilingual and English language development,
- expanded opportunities for lifelong learning including computer and information literacy,
- recognition of, respect for and preservation of Hercules' history,
- additional meeting space for community organizations,
- space for teens to socialize,
- space for seniors to socialize, *and*
- a place to create a sense of community identity.

To respond to the desire for traditional public library services and to play a part in addressing some of the community's most pressing library service needs, there are a number of roles the Hercules Public Library should play.

Support for Formal Education:

Residents place a high priority on meeting the educational and after school needs of Hercules' school age children. The Library should offer curriculum-related materials, both print and electronic, to meet educational needs of elementary and secondary school students. The Library should recruit and train skilled staff able to assist students in making effective use of resources. The Library and the West Contra Costa Unified

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School District should cooperate to provide a joint venture project in the Library where elementary and secondary school students can receive access to online information for class assignments and research, assistance with homework, and where adults, teens and children can receive training in making effective use of online information resources including the Internet. They also want the Library to support and provide space for quiet individual study in a location other than the Computer/Homework Center.

Lending Library for Popular Materials:

Hercules has no bookstore or movie theater. The Library should provide age-appropriate popular recreational reading, viewing and listening materials in a variety of formats and in adequate quantity to meet demand. Access to popular reading materials and entertainment is further complicated for Hercules' seniors, disabled residents and children by the lack of adequate public transportation to sources of reading material and entertainment in other nearby communities. School children have access to the local school library media center collections, but those collections do not yet meet the State Department of Education's target book per student ratio.

Source of Information and Support for Personal Research and Lifelong Learning:

The Library should provide print and electronic information resources and skilled staff to assist patrons in identifying appropriate resources and in making the most effective use of those resources to complete research and satisfy a wide variety of information needs.

The Library should cooperate with the appropriate local organizations and agencies in selecting resources and designing services and programs to meet the specific information needs of local business, English language learners, parents, new citizens, older adults, and the disabled.

Preschool Child's Introduction to Reading:

The Library should provide books, audiovisual materials and programs for preschool children. It should serve as an information resource for parents and other caregivers.

Community Gathering Place:

The Library should cooperate with community ethnic and cultural organizations in developing collections, services and programs that reflect the ethnic and racial diversity of the community.

The Library should provide cultural and intellectual programs for adults as well as recreational programs for the whole family.

Community Information Center:

The Library should serve as the focal point for the distribution and display of community information and should serve as a link between government, community organizations, and citizens.

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Community Library Needs Assessment

Analysis of Library Service Needs

The City of Hercules is the only incorporated city in Contra Costa County without a public library within its city limits. A close examination of *California Cities, Towns & Counties; Basic Data profiles for all Municipalities & Counties 2001* edited by Louise L. Hornor suggests that Hercules is the second largest city in California without a library and the largest in Northern California. Hercules has not had its own public library since the original Hercules Library, opened in 1913, closed in 1970 in the face of declining circulation and a dwindling service population. In the late 1970s and throughout the 1980s the City of Hercules experienced a population explosion. Revenue during the period of greatest growth afforded the City the opportunity to build an infrastructure. The City increased services and built a new City Hall, the anchor for a planned civic center. Parks and hiking trails were developed, the Community/Swim Center was built, and a program of recreation classes and activities for all ages was established.

As development slowed in the late 1980s and early 1990s, City revenues began to decline. The demand for additional community services outstripped the ability of local government to meet the demand. Among the desired additional services, the construction of a public library for the City of Hercules was a high priority. The City has been actively pursuing its dream of a public library despite funding challenges for over a decade. Hercules residents are active library users and dedicated library supporters. They are committed to planning and building a community oriented facility and cooperating with the Contra Costa County Library to provide quality library service to the community.

County Library Service

Contra Costa County Library will operate and staff the Hercules Public Library. The Contra Costa County Board of Supervisors governs Contra Costa County Library with the Contra Costa County Library Commission serving in an advisory capacity to the Board of Supervisors and the County Librarian. Jorge Alfaro serves as the current representative to the Contra Costa County Library Commission from the City of Hercules.

Contra Costa County funds the Library primarily through a dedicated portion of the property tax. During fiscal year 2000-2001, the Library received \$17,395,900 in income. Of this total income, 85.5% came from local government, 8.4% from state funds and 6.1% from other sources including gifts, fines, fees and various contract payments from other local governments. Federal funds, entirely from grants, amounted to less than one percent of all income at \$10,000. Expenditures in fiscal year 2000-2001 totaled \$16,995,900 exclusive of capital outlay. The Library spent approximately 70% on staff salaries and benefits, 9% on acquisition of library materials and 21% on operating costs.

The Library was open a total of 42,343 hours in all 23 locations during fiscal year 2000-2001. During that same time period, approximately 2,626,993 visits were made to the

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Library and 3,819,549 items were borrowed. A total of 83,554 people attended Library programs. The largest proportion of this attendance, or 78,624 people, came from attendance at children's programs.

The Library offers Internet access and a variety of electronic databases and multi-media products to assist patrons in meeting their information needs. Library patrons can access the Library's catalog and information about the Library and its programs and services through the Contra Costa County Library Web site at www.ccclib.org. Library facilities vary in size, age and condition. Many facilities, including the one most heavily used by Hercules residents, the Pinole Library, reflect years of inadequate funding and lack of capital financing. Eleven of the twenty-three facilities operated by the County Library were built or remodeled more than 30 years ago. New construction is now financed by the city to be served by the facility. The County Library works with the local jurisdiction to provide services while the city retains ownership of and responsibility for the facility.

Current Library Service to Hercules Residents

Residents of the City of Hercules are currently being and, for a number of years have been served by the Contra Costa County Library primarily through the 14,770 square foot facility located in the City of Pinole three miles south of Hercules. The Pinole Library has 108 reader seats, a collection of 50,968 items, 6 public use Internet stations and operates 35 hours per week with a staff of 3.55 FTE. The public library closest to the center of Hercules is the 735 square foot facility located in the unincorporated community of Rodeo 2 miles north of Hercules. The Rodeo Library has 18 reader seats, a collection of 7,529 items, 2 public use Internet stations and operates 18 hours per week with a staff of 0.5 FTE.

Current Library Use by Hercules Residents

Not having a library of their own has not kept Hercules residents from being library users. *Contra Costa County Library Annual Circulation, Library Patron and Collection Statistics, July 1, 2000-June 30, 2001* indicates that 6,787 Hercules residents or well over one third of the City's population have Contra Costa County Library cards. That same publication indicates that Hercules residents most frequently use of the Pinole Library. They accounted for 29% of the circulation at the Pinole Library, 18% at the Rodeo Library and 1% of the total circulation of materials from all Contra Costa County Library facilities in fiscal year 2000-2001.

City of Hercules Community Library Needs Assessment

Branch Name	Items Circulated to Hercules Residents FY 2000-2001
Pinole	35,005
El Sobrante	1,906
Rodeo	1,331
Central Library-Pleasant Hill	667
San Pablo	500
El Cerrito	462
Lafayette	226
Martinez	184
Orinda	179
Crockett	146
Concord	93
Antioch	82
Walnut Creek	50
Ygnacio Valley	47
Kensington	44
San Ramon	29
Pittsburg	23
Clayton	21
Moraga	14
Danville	6
Bay Point	0
Brentwood	0
Oakley	0
TOTAL	41,015

Library Service Needs

The most basic library service need in the City of Hercules is for a public library facility within the City limits. Automobile travel to the closest public library located in the city of Pinole is inconvenient. Travel from Hercules to the Pinole Library is difficult to impossible for children, seniors and the disabled. There is no direct, convenient bus route from the center of Hercules to the Pinole Library. As Curtis Esquivel of the *West County Times* said when interviewed by Jacquelyn Harbert, Chair of the Hercules Library Commission, during the key informant interviews in 2000, "Hercules needs a library. A library is a necessary part of [a] city's infrastructure." Ricardo Spampinato of the City of Hercules Cable Television Studio, in his interview, echoed Mr. Esquivel's contention that the library is needed and necessary and added "Hercules has no center for intellectual information."

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Community Library Needs Assessment

Participants in the Hercules Public Library needs assessment process and in the School/Library Joint Venture planning process expressed their desire for traditional public library services and also focused on the following key issues and priorities in planning a library for the City.

- The Hercules Public Library should be attractive, inviting, safe and easily accessible to residents of all ages and physical abilities.
- Residents need access to a well-trained and helpful library staff to assist them in effectively using the library and its resources.
- Selection of library open hours should take into account the particular needs of the large number of City residents who commute to work each day, of school children, and of seniors.
- Residents place a high priority on meeting the educational and after school needs of Hercules' school age children who are not adequately served by current after school programs.
- Residents of all ages need a local source of popular materials in a variety of media to meet their recreational reading and entertainment needs.
- The Library collection must serve the reference and research needs of local businesses, City staff, community organizations, and the daily life information needs of the City's adult residents.
- Hercules' preschool children and their caregivers need local access to programs and materials that provide the very young child with an introduction to reading.
- Hercules needs the Library to reflect in its services, collections and programs the ethnic and racial diversity of the community.
- Residents want the Library to serve as a gathering place and a focal point for the dissemination of community information.

A number of community needs emerge from the City's planning documents. A public library program in Hercules could assist in addressing some of the most pressing of these needs. Those needs are:

- increased support for kindergarten through high school students in their educational pursuits,
- creation of a sense of community,
- increased commercial and economic development,
- expanded services for seniors and the disabled community,
- recognition of and respect for the past in the midst of growth and development,
- improved access to intellectual and cultural activities and resources, *and*
- expanded local resources for preschool children, their parents and their caregivers.

To respond to the expressed desire for traditional public library services and to play a part in addressing some of the community's most pressing needs, there are number of roles the Hercules Public Library will play.

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Support for Formal Education:

Input from the community focused frequently and repeatedly on the need for library services for children and young adults. Hercules is a community of families, a community deeply concerned about providing their children and teens with quality education and a rich learning environment. Both adults and young people expressed this concern. They want the Library to offer both materials and programs that will provide them with the tools they need to complete their school assignments, enrich their learning experiences and successfully compete for post high school graduation job and educational opportunities. They want access within the Library to reference materials, electronic databases and the Internet, and they want skilled staff able to assist students in effectively using these resources to answer their questions and to complete their class assignments. Both adults and young people expressed the desire for a computer center and a homework center where students could access online information for class assignments and research, receive assistance with homework, and where adults, teens and children could receive training in making effective use of online information resources. They also want the Library to support and provide space for quiet individual study in a location other than the Computer/Homework Center.

Lending Library for Popular Materials:

Hercules not only does not have a public library, but also it has no bookstore and no movie theater. There are three video stores, but all three are very small. The local drugstore and the City's only grocery store sell a limited selection of books, periodicals and videocassettes. Access to popular reading materials and entertainment is further complicated for Hercules' seniors, disabled residents and children by the lack of adequate public transportation to sources of reading material and entertainment in other nearby communities. School children have access to the local school library media center collections, but those collections do not yet meet the State Department of Education's target book per student ratio.

The Library should provide age appropriate popular materials in a variety of formats. The materials should be easily accessible, available in large enough variety and quantity to meet demand and attractively displayed. By providing popular reading and entertainment materials, the Library can assist the community in beginning to provide recreational reading and entertainment opportunities within the City.

Source of Information and Support for Personal Research and Lifelong Learning:

Hercules residents are well educated and place a high value on education. Many residents are already users of the Internet, but they recognize that not all of their information needs can be met through the Internet. They want the library to provide print reference resources as well as online databases and skilled staff to assist patrons in

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identifying appropriate resources and making the most effective use of print as well as electronic resources to complete their research and satisfy their information needs.

In the General Plan community survey process, business people in Hercules articulated a need for more locally available business information resources. Business people would like the Library to provide print and electronic business information resources, including trade and professional journals, handbooks and manuals, and statistical information to help them plan, recruit, market and manage their businesses. They also envision cooperation between the Library and the Chamber of Commerce in providing seminars on topics of interest to local business people such as small business planning, marketing, recruitment, etc.

Staff of the City's Recreation and Community Services Department indicated, in key informant interviews and focus group sessions, that they hope the Library will provide them with resource materials for planning and conducting recreation classes. In addition, they foresee a partnership between the Library and the Recreation and Community Services Department in providing programs in the Library on such popular and in demand topics as early childhood education and computer basics. They anticipate that the Library will augment their program for older adults with programs that will stimulate them intellectually such as training in the use of the Internet. The Library can also provide seniors with volunteer opportunities that will give them a sense of actively participating in the community.

Representatives of the disabled community expressed the need for direct delivery of library services and resources to the homebound and to residents of residential care facilities. They also cited the need for programs, materials and services specifically designed to meet the needs of the visually and hearing impaired.

The survey conducted by Godbe Research & Analysis in January 2001 found that in 13% of the households surveyed a language other than English is the primary language spoken and indicated that those languages were identified as Chinese (Cantonese and Mandarin), Tagalog and Spanish. California Department of Education data indicates that Spanish, Pilipino (Tagalog), and Punjabi are spoken by a majority of English language learners in Hercules' elementary schools. The *Profile of Selected Social Characteristics: 2000*, U.S. Census Bureau, indicates that 42.7% of the population of Hercules 5 years and over speaks a language other than English. In addition, 17.6% of the population of Hercules 5 years and over speaks English less than "very well". Asian and Pacific Island languages are spoken by 27.8% of the population 5 years and over and Spanish by 8.2%. Residents whose primary language is an Asian or Pacific Island language who speak English less than "very well" make up 12.5% of the population 5 years and over. Residents whose primary language is Spanish who speak English less than "very well" make up 2.6% of the population. Participants in key informant interviews and focus group sessions indicated that to serve these residents the Library should provide English language development materials, materials in non-English languages spoken by significant

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numbers of Hercules' residents and should provide space for and sponsor English as a second language conversation groups. Needs assessment participants also want the library to provide materials on civics and citizenship.

Preschool Child's Introduction to Reading:

Staff of private preschools and day care centers and of the three childcare centers operated by the City of Hercules Recreation and Community Services Department will welcome having a local resource for encouraging a love of and interest in books in preschool children. They want the library to welcome visits from preschools, day care and childcare centers and to provide staff with materials to use at the schools and in the centers. They anticipate being a resource for the Library in developing programs to meet the needs of Hercules' preschool children and their parents.

Community Gathering Place:

Residents want the library to serve as a community center, a place where residents can meet to exchange information, to cooperate on realizing their dreams for the future of their community, or simply to socialize. They would like a café and a space for teens with comfortable chairs and a relaxed atmosphere. They want the Library to serve as a destination for school, day care and senior center field trips. Meeting space in the community is heavily used and much in demand and they want the library to provide additional meeting space for a variety of uses.

Residents want the Library to provide programs that will meet the entertainment needs of Hercules' families on the weekends and during school holidays. They would like the Library to provide a summer reading program, story hours, craft programs for children, family game nights, and programs attractive to teens such as hair design, make-up and skate board demonstrations. They want the Library to provide Hercules' adult population with the cultural and intellectual activities such as author lectures and book discussion groups not currently available in the City.

Hercules is an ethnically and racially diverse community. Residents are proud of their various cultural heritages and actively participate in the City's various ethnic and cultural organizations. Throughout the year there are a number of cultural celebrations. Residents see the Library as an important venue for some of these celebrations and want the Library to partner with community organizations in building understanding between members of different races and cultures.

Community Information Center:

The library can serve as a centrally located and accessible distribution point for community information. Ricardo Spampinato of the City of Hercules Cable Television Studio sees an opportunity for the Studio and the Library to collaborate on making City

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meetings and events available on videotape through the Library. He also wants to help expand access to Library programs and promote Library services using the facilities of the local cable television community access channel. City businesses, organizations and services can take advantage of the Library's role as a community information center to advertise employment and volunteer opportunities. There can be electronic links between the Library, the City of Hercules and the Hercules Chamber of Commerce to facilitate communication, participation and cooperation within the City. Links to County and State government can also be provided that will facilitate the participation of the residents of Hercules in regional and statewide governance and planning.

Preserving the history of their community is important to residents as noted in the General Plan for the city. Members of the Hercules Historical Society want to collaborate with the Library on collecting and classifying materials on Hercules history and on educating the community about the history of Hercules.

The Hercules Public Library will serve as a focal point for this diverse and progressive community. Here citizens of Hercules of all ages and backgrounds will gather to celebrate and enjoy the accomplishments of today and to share and focus all their hopes and dreams for the future. Ricardo Spampinato said it best: "It's important for the City to have a Library. We need a center of ideas which reflects interest in the citizens and in the community's values."

Residential Development seen from Site of the Future Hercules Public Library



City of Hercules Community Library Needs Assessment

SERVICE LIMITATIONS OF EXISTING LIBRARY FACILITY

There is no existing library facility in the City of Hercules.

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PHYSICAL LIMITATIONS OF EXISTING LIBRARY FACILITY

There is no existing library facility in the City of Hercules.

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SPACE NEEDS ASSESSMENT

The space planning guidelines used for the final building program space calculations are described in detail in the *City of Hercules Library, Library Building Program 2002*, Chapter 8: *General Requirements & Space Planning Standards*.

For a list of assignable square footage allocations, see Table II, pages 72-73, at the end of this section of the *Community Library Needs Assessment*.

Library Collections

There are no current collections designated for the Hercules Public Library. The capacity of the proposed new library is 75,000 volumes. The proposed collection size represents approximately 3 volumes per capita when the City reaches 25,000 residents. The rationale for the total collection and the specific collection sizes are based on the *Library Plan of Service, Hercules Public Library*, and data presented in the *City of Hercules, Community Library Needs Assessment*.

Detailed information on the collections by category, subcategory, and volume count is included in Chapter 9: *The Library Collections* of the *City of Hercules Library, Library Building Program 2002*. Specific information on shelving type, on space required per shelving unit and on volumes per linear foot is included in Chapter 9.2: *Shelving the Library's Collections*.

Readers' Seats

The number and type of reader seats is included in Table 7.3 *Occupancy for each Library Space* in Chapter 7: *Building Program Summary* of the *City of Hercules Library, Library Building Program 2002*. It is also further described beginning on page 7-2 of Chapter 7 in the section, *Collections and Seating*. A detailed list of all types of reader seats is included in Chapter 10.2.2: *The Library Supercategories: Totals for Unit Types by Supercategory: Reader's Seats*.

The proposed number of reader stations represents a standard of nearly 5 reader seats per 1,000 residents when the population reaches 25,000. The type and location of seat is based on the findings of the *Community Library Needs Assessment* and the *Library Plan of Service*. The space allocation for Readers' Seats on an individual basis is provided in Chapter 13.1: *Net Sq. Ft. Summary for Furniture and Equipment and Shelving*. This space allocation is then included in the total assignable square footage, which is then increased by a circulation allowance of 25% for the total square footage required.

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Technology

The technology requirements are described in the *Library Plan of Service*. These specific requirements were then incorporated into the final building program document. A full list of technology equipment in the program is available in Chapter 10.2.6: *The Library Supercategories: Totals for Unit Types by Supercategory: Technology of the Library Building Program*.

The space allocation for technology items on an individual basis is provided in Chapter 13.1: *Net Sq. Ft. Summary for Furniture and Equipment and Shelving*. This space allocation is then included in the total assignable square footage, which is then increased by a circulation allowance of 25% for the total square footage required.

Staff Offices and Workstations

The projected staffing plan and organization is described in the *Library Plan of Service, Hercules Public Library*. The projected number of workstations in the building program is consistent with those in the *Implementation* section of the *Plan of Service* and provides sufficient individual offices and workroom workstations for a staff of 11 full time equivalent library employees with additional task oriented shared workstations. These numbers are consistent with the number of FTE staff in similar sized branch libraries in California.

The individual staff workstation requirements are both described and illustrated in Chapter 8: *General Requirements and Space Planning Standards of the Library Building Program* on pages 8-15 through 8-18. Specific square footage allocations for all furniture and equipment relating to staff space are included in Chapter 13.1: *Net Sq. Ft. Summary for Furniture and Equipment and Shelving* and in Chapter 10.2.5: *The Library Supercategories: Totals for Unit Types by Supercategory: Staff Workspace*.

Meeting Room Requirements

The large meeting room for the Hercules Public Library is a room that will serve the programs that were defined during the needs assessment process. The room will accommodate 60 adults in chairs or 100 children on cushions on the floor for program, performance, and events. Other individual study rooms will be available for use by small groups, and a medium sized public conference room will be available for use by public and city organizations.

Meeting Room	1000	100 children, or 60 adults
Study Room	180	6 meeting seats
Study Room	160	4 meeting seats
Public Conference Room	300	16 meeting seats

Table I: Meeting Room Seat Summary

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The specific meeting room square footage allocation is derived from the combination of the space required for meeting room seats and any supporting furniture and equipment required; e.g., food service counter, credenza, presentation centers, lecterns, etc. The square footage allocation per seat in the Meeting Room is based on 100 children requiring 7 square feet per child for a floor cushion; or for 60 adults in stacking chairs requiring 14 square feet per chair. The square footage per seat in the Study Rooms is based on 36 to 40 square feet per seat based on the size of the table. Specific square footage allocations for all furniture and equipment relating to meeting room space are included in Chapter 13: *Net Sq. Ft. Summary for Furniture and Equipment and Shelving of the City of Hercules Library, Library Building Program 2002*. Those allocations are also included in Chapter 10.2.1: *The Library Supercategories: Totals for Unit Types by Supercategory: Meeting Rooms*.

Special Purpose: Miscellaneous Space Needs

The miscellaneous space needs that have been identified include the Friends of the Library Bookstore and Workroom as well as necessary support areas for the efficient operation of a public library. Some of these spaces include staff entrance, staff lounge, storage, shipping and receiving area, custodial closets, display areas, and a copy center. In addition to these support spaces are the spaces required for housing collections and materials that are not housed on shelving units. These include file cabinets, flat files, dictionary stands, atlas stands, and display cases. These items are all identified in Chapter 10.2.4: *The Library Supercategories: Totals for Unit Types by Supercategory: Special Purpose of the City of Hercules Library, Library Building Program 2002*. Specific square footage allocations for all furniture and equipment relating to special purpose space are included in the Chapter 13.1: *Net Sq. Ft. Summary for Furniture and Equipment and Shelving*.

Non-Assignable Space

The non-assignable space allowance is calculated at 25% of the total space, which is a standard net to gross space allowance for a single story public library facility. It will provide for a building which efficient and meets accessibility requirements, but is not spacious. The total non-assignable square footage requirement is 4,956 square feet. This space will include all rest rooms, lobbies, corridors, lobbies, custodial closets, mechanical rooms, electrical and telecommunications closets, shafts, ducts, and the thickness of walls.

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Table II: Library Space Needs Summary

<u>LIBRARY DIVISION</u> Space Name	Space Sq. Ft.	DIVISION Sq. Ft.
<u>BROWSING</u>		<u>482</u>
Browsing Area	482	
<u>CHILDREN'S LIBRARY</u>		<u>3,180</u>
Children's Collection & Seating	1,924	
Children's Program Area	300	
Children's Reference & Technology Area	765	
Children's Rest Room	N/A	
Children's Storage & Supply Room	191	
<u>CIRCULATION SERVICES</u>		<u>3,009</u>
Book Return Room	40	
Branch Manager's Office	199	
Circulation Desk	531	
Computer/Telecommunications Room	127	
Copy Center	184	
Custodial Sink & Storage Room	108	
General Library Storage Room	164	
Mechanical Equipment Room	N/A	
Shipping & Receiving	148	
Staff Entrance & Lobby	N/A	
Staff Lounge	350	
Staff Rest Rooms	N/A	
Staff Workroom	1,158	
<u>FICTION COLLECTION</u>		<u>1,052</u>
Fiction Collection & Seating	1,052	
<u>HOMEWORK CENTER</u>		<u>724</u>
Homework Center	724	
<u>INTERNATIONAL LANGUAGES</u>		<u>68</u>
International Languages Collections	68	
<u>LIBRARY ENTRANCE</u>		<u>526</u>
Friends' Bookstore and Café	526	
Public Entrance & Lobby	N/A	
Public Rest Rooms	N/A	

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<u>NON-FICTION COLLECTION</u>		<u>994</u>
Non-Fiction Collection & Seating	994	
<u>PERIODICALS COLLECTION</u>		<u>817</u>
Current Magazine & Newspaper Display & Seating	817	
<u>PUBLIC MEETING ROOMS</u>		<u>1,486</u>
AV, Chair & Table Storage Room	140	
Custodial Sink & Supply Closet	N/A	
Kitchenette	74	
Meeting Room	975	
Public Conference Room	297	
<u>REFERENCE SERVICES</u>		<u>1,896</u>
Information Services Station	406	
On-line Public Access Catalog (OPAC)	180	
Reference Collection & Seating	977	
Study/Tutoring Room A	179	
Study/Tutoring Room B	154	
<u>YOUNG ADULT SERVICES</u>		<u>633</u>
Young Adult Collection & Seating	633	
Net Assignable Square Footage:		<u>14,867</u>
Non-Assignable Square Footage (@ 25 of Gross):25%		4,956
Gross Square Footage:		19,823

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Appendix A

School District Involvement in Joint Venture Project-Interview Participants

Sterling Bell	Principal, Ohlone Elementary School
Lynda Cartwright	School to Career Program, Hercules Middle/High School
Roger Fahr	Grant Writer, West Contra Costa Unified School District
Anita Hayward	Principal, Hanna Ranch Elementary School
Devi Jameson	School to Career Program, West Contra Costa Unified School District
Jennifer Jennings	Director, Professional Development, West Contra Costa Unified School District
Cheryl Lilhanand	Professional Development, West Contra Costa Unified School District
Brenda Motomura	School Librarian, Hercules Middle/High School
Sandy Price	Vice Principal, Adult Education, West Contra Costa Adult Education
Tim Shaw	Principal, Adult Education, West Contra Costa Adult Education
Doug Spengler	Adult Education Support, West Contra Costa Unified School District
Liz Torio	Professional Development, GATE Program, West Contra Costa Unified School District
Rosalyn Upshaw	Principal, Hercules Middle/High School
Judy Wacovetti	School Librarian, Ohlone Elementary School

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Appendix B

Community Input-Focus Groups Participants

Ethnic Organizations and Individuals

Big Au	President, Chinese Association of Hercules
Elizabeth Baranda	Secretary, Hercules Chamber of Commerce
Denny Burget	Karilagan, Inc. (Filipino Dance Group)
Nita Calachan	(Active in many civic organizations)
Mario Estioco	Vice President, Fil-Ams of Hercules
Pompey Festejo	President, Association of Filipino-Americans of Hercules (AFAH)
Ernie Garlit	President, Fil-Ams of Hercules
Georgia Hughes	President, Black American Cultural Association (BACA)
Roland Hui	Former president of a Chinese club
Adele Laput	Director, Hercules Chamber of Commerce
Stephen Lau	Former Library Student Assistant; current student University of California at Berkeley
Reverend Phil Lawson	President, National Association for the Advancement of Colored People (NAACP)
Mary Mah	Former President, Chinese Association of Hercules
Jane Prater	Former President of BACA
Mary Sung	Vice President, Chinese Association of Hercules
John and Deanna Taylor	Active in BACA and NAACP; John Taylor is Vice President of NAACP

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General Organizations and Individuals

John Cadigan	Vice President, Hercules Chamber of Commerce
Marty Esposito	Troop Leader, Boy Scouts of America
Lynn Fissell	Secretary, Hercules Historical Society
Kathleen French	Teacher, Hanna Ranch Elementary School
Eve Herschcopf	Board Member, Friends of the Pinole Library
Jane Hirohama	Hercules Sister City Association
Linda and Robert Laubach	Day care providers
Nadine and Scott Mason	Cub Master, Pack 693
Dr. Richard Rollins	Pastor, Valley Bible Church
Mike Sailer	President, Hercules Chamber of Commerce
Gony Solidum	President, Hercules Lions Club
Anita Tabagon	Hercules resident
Richard Tracy	Principal, Hanna Ranch Elementary School
Carol White	President, Rotary Club of Hercules

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Senior Citizens

Janet Bewley

Coordinator, Hercules Senior Center

Norma Padilla

President, Hercules Senior Citizens Club

Residential Care Homes

- Bright Star Care Home, 166 Lilac Drive
- Hillside Residential Care Home, 2231 Lupine Road
- JP's Care Home, 1829 Redwood Drive
- Moore's Residential Manor, 175 Starling Way
- Rodeo Home for the Elderly II, 415 Violet Road
- St. Mary's Home, 157 Fawcett Street
- St. Mary's Home II, 1 Sapphire Court

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Youth and Educational Organizations

Dean Becker	Board Member, Moms and Munchkins, a West Contra Costa County play group
Patty Clark	Parent, Ohlone Elementary School
Beverly Dupree	Program Coordinator, Hanna Ranch Tiny Tots
Diana Fall	Program Coordinator, Ohlone Tiny Tots
Carolyn Garner	Elementary Library Media Center, West Contra Costa Unified School District
Pat Hewitt	Program Coordinator, Lupine Tiny Tots
Carol Jobe	Teacher and School Librarian, Salesian High School, Richmond
Mr. and Mrs. Eric Jorgensen	West Contra Costa Youth Soccer League
Carol Justice	Director, Valley Preschool and Daycare
Shawn McDaniels	Licensed family day care provider
Fernando Mendoza	Scout Master, Boy Scout Pack 693
Galen Murphy	Principal, Hercules Elementary School
Brenda Robinson	Licensed family day care provider
Jacqueline Ross-Broussard And Gregory Broussard	Licensed family day care providers
Vera Rowsey	Principal, Pinole Junior High School
Joy Shapiro	Girl Scouts and former PTA President
Geoffrey Shiu	Hercules-Pinole Little League
Lynn Therriault	Pinole Valley High School Librarian

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Appendix C

Community Input-Key Informants

City Council

Herman Blackmon (Mayor)
Terry Segerberg
Dewey T. Watson

Community Services Commission

Michelle Itagaki (Vice Chair)
Marylyn Judan
Adele Laput
Bill Prather
Joanne M. Ward (Chair)

Planning Commission

Adelfo Balico
Trevor Evans-Young
Stephen Lawton
Richard H. Mitchell

City Staff

Janet Bewley, Senior Center Director
Beverly Dupree, Teen Program Director, Hanna Ranch Child Care Center
Alexander Hall, Recreation and Community Services Manager
Kevin Kelly, Sports League Coordinator
Ricardo Spampinato, Cable Television Studio

Other individuals

Dick Anderson, Human Resources Department, Bio Rad, Corporate Offices
Beth Bartke, former City Council member
John Cadigan, former City Council member
Toni Cadigan, Co-chair, Hercules Heritage Garden
Curtis Esquivel, West Contra Costa Times, reporter
Carol Jobe, resident and teacher/librarian, Salesian High School, Richmond
James Lopeman, Manager, New Pacific Properties
Shirley McLaughlin, resident and librarian, San Francisco Public Library
Carolyn Moyer, resident and fundraiser for community children's organizations
Mary Reiley, West Contra Costa Times, columnist
Dennis Salmi, Chief, Hercules/Rodeo Fire Department
Barbara Wilcots, representing disabled community
Professor Janice Wilcots, representing disabled community
Juanita Wilcots, representing disabled community

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Appendix D

**Godbe Research & Analysis, Public Library Survey
Conducted for the City of Hercules Library Commission
February 2002**

[See Attached]